

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

June 22, 1985

a Benn publication

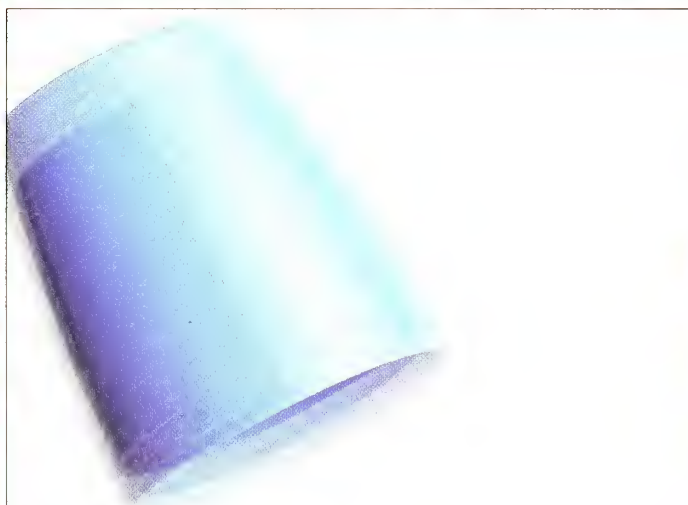
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responds to  
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the honours

Beecham drug  
sales up 19pc

ELECTRICALS  
SPECIAL FEATURE



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WITH A FEW BOTTLES.



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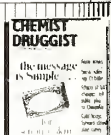
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## COMMENT

As this issue of *Chemist & Druggist* is published, representatives of Local Pharmaceutical Committees will be deciding whether to say "Yea" or "Nay" to the new contract.

In the four short weeks since the proposals were published in full in *C&D* (May 25, p1060) the debate has heated up. Late into the arena come PAC, a grouping of pharmacists against the contract who so far have apparently picked up £25,000 from their 100 supporters to fund their campaign, and substantial publicity.

PAC's publicist, Mr Joey Martyn-Martin is claimed to have attracted more media attention for pharmacy in three days than the PSGB, PSNC and NPA have done collectively in 30 years. Hardly fair, and what is more to the point, that publicity has had a somewhat sensational air about it. PAC are apparently selling the nationals David Sharpe's personally held view that a rational number of pharmacies could be as low as 8,500, as the Government's declared aim — and PSNC's for that matter. Patently this is not the likely outcome of the present contract package and not one either PSNC or the Government could be seen to accept politically.

Providing future changes in script volume outside contactors' control are taken care of through adjustment of the cut-off point, the closure pattern should be reasonable for everyone. The, as yet unpublished, guidelines should ensure that the pattern of openings from October this year, or from April, 1985, is

similarly reasoned. However the CCA remain, deeply suspicious of the Government's intentions and have urged partisan representatives to say "no" at the LPC conference. Whatever the guidelines, do not the multiples have more muscle than most to fight their corner in any FPC fight? Surely their financial clout will enable them to take on, or over, established pharmacies, whatever limits the contract sets on openings.

The Society, while continuing to approve the proposals in principle, has now added some riders. It wants the pharmacist to have an "identifiable encouragement" for the provision of advisory services when the wider roles are discussed in stage two of the negotiations. We presume identifiable encouragement is a euphemism for cash — quite right too! But it also wants to exempt rural pharmacists from the additional FPC hoop that has been added to the Rural Dispensing Committee hurdle for a would-be opener. The Government is known to want to keep the lid on the Clothier "can of worms" and so is unlikely to accede. In any case will not a "necessary and desirable" tag on a proposed pharmacy carry some weight with the RDC?

A profession which has for years wanted rational location has now, by a supreme irony, been offered it by a Conservative Government. Pharmacy has a price to pay. What LPC representatives must decide this weekend is if "The price is right." We suspect it is and that they will "Come on down."



# Alan Smith confident of 'overwhelming majority'

**Alan Smith, chief executive of the Pharmaceutical Services Negotiating Committee, is confident there will be an overwhelming majority in favour of the new contract package at the LPC conference on Sunday.**

"This is my impression from speaking to people around the country, and that is why I have not been overconcerned about criticism of the package made by various people," he told *C&D*.

Wrecking amendments will not be allowed at the conference. "I am sure the chairman will accept speeches and resolutions on topics the conference would like to see discussed in stage two negotiations — they will be in order," he said.

"If a sensible point which does not undermine the principle of the package is made, we are always willing, and the DHSS is always willing, to listen. But the conference will have to accept or reject the package, warts and all."

The proposals were a final offer from the DHSS, he emphasised, and were not subject to amendment. "The package will have to be accepted in principle subject to satisfactory guidelines"

PSNC has proposed that all the criteria used to determine whether a Basic Practice Allowance is payable (listed in FPN321) should be considered in the guidelines for rational location.

"In addition we think it is important to take population figures into account, as well as script figures and other indications such as the catchment area and itinerant population. By controlling entry we may remove an element of competitiveness and so the contract will have to have provision with regard to the Code of Ethics and Good Dispensing Conduct, to keep up professional standards," said Mr Smith.

"Hopefully discussions will not take too long, as we will have a 'leapfrogers charter' in the interim. PSNC hopes to agree on guidelines by the end of July. The target date for the implementation of the contract is October 1."

Answering criticism levelled at the new contract by Mr Bob Worby (*C&D* June 8, p1195), Mr Smith said that if contractors wanted compensation on an ongoing basis, it would be difficult to maintain the 18p per script "pure profit" paid for risk.

No other retail establishment operates in a no-risk situation, he said although

pharmacies have a particular risk that others don't, and that is in relation to doctors' surgeries. But with control of entry that will be mitigated."

In stage two negotiations Mr Smith said he would be quite happy to go back to the Government and re-open discussions for cases where a pharmacy has sunk below the script cut-off level due to a doctor relocating. "But the DHSS has so far not been sympathetic to compensation going on for more than two years."

The 16,000 script cut-off level for scripts was not immutable either, said Mr Smith. "It can be altered later by negotiation. Like any other element of the contract, if the market changes one side or the other will put it on the agenda".

He does not think the level of prescribing is likely to fall, and so put more pharmacies under the cut-off point. "Triple prescription forms, 28-day prescribing and OP dispensing should all raise script figures. To tie ourselves to a mathematical formula by indexing is putting ourselves in a straightjacket."

PSNC has already given notice that a fee related to a period of treatment is on the agenda for stage two talks. "The chance of getting an additional fee for long periods of treatment is good as there is a good case. We are lowering the on-cost percentage, and it is unfair that remuneration should be at the whim of the prescribing habits of another profession."

Until rationalisation was achieved, there would be no individualisation — the Government considered it at best premature, he said. "If the professional

role is to be expanded it's important that we have a well distributed service. The savings we are making will give money for this role, but it cannot be discussed until after the Nuffield report and the Green Paper on primary health care."

The Government has been concerned about the threat of litigation by unsuccessful applicants for Basic Practice Allowance. "They want a one-tier system — they were adamant about this," Mr Smith said. "If we get a higher BPA then rationalisation is much less likely and people will hang in there indefinitely."

PSNC has been the only body brave enough to grasp the nettle of rational location, which the profession has been after for years, Mr Smith said. "In any system where you change the rules you get dissenters. The same thing happened when we introduced BPA. There are winners and losers — it's inevitable."

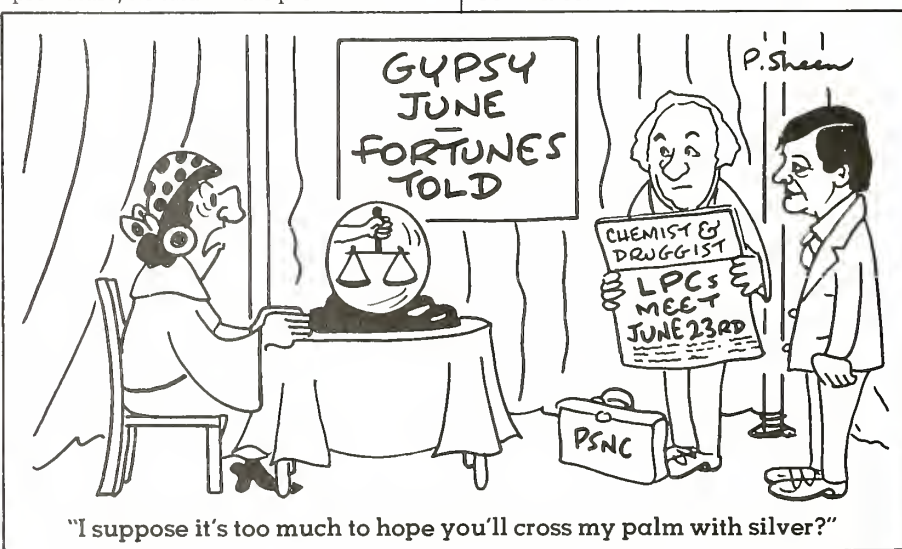
"The large businesses won't have the freedom to open where they like and are having second thoughts. The small man is having his remuneration cut — and he doesn't like it. The silent majority — the 80 per cent in the middle — it's what they are wanting more and more."

☐ MoH Kenneth Clarke told the Commons the Government was confident the new contract would lead to a better service and make the best possible use of pharmacy.

## Gt Wakering '2'

**Great Wakering pharmacist Lawrence Collin could soon have competition.**

Mr Shailendra Shah, who owns a pharmacy in Shoeburyness, has applied for outline consent for a pharmacy in Great Wakering and the case has been referred to the Rural Dispensing Committee.



"I suppose it's too much to hope you'll cross my palm with silver?"

## CCA urges 'no' vote on contract

**The Company Chemists' Association is urging the 242 delegates to the LPC conference on Sunday not to agree to the new contract package without seeing the small print.**

The CCA insists it would be dangerous for contractors to accept this stage without the rational location guidelines having been agreed by the profession. In a letter sent on Tuesday to all LPC delegates it says: "The proposals to control entry to the pharmaceutical list are at the centre of the offer. You have not yet seen the fine details of the regulations or the guidelines to be used by FPCs. Neither are you aware of the strategy which FPCs might adopt for the local development of services. But, you are being asked to accept the package.

## FPC guidelines under discussion

**No details of the rational location guidelines to FPCs will be available for the LPC conference on Sunday, although the Pharmaceutical Services Negotiating Committee met with the Department of Health last week.**

Preliminary discussions were held on matters which need to be resolved between acceptance in principle of the new contract and its implementation. On

"Despite the separate approaches from the PSNC and PSGB the DHSS has remained intransigent. No indication has been given of the precise form which guidelines to FPCs will take."

The CCA, like the majority of the profession, is in favour of rational location and wishes to see an end to leapfrogging, but the proposal, unqualified by guidelines, does not achieve or guarantee these points," it says.

"The CCA wishes to be assured that career opportunities are not inhibited, while at the same time some protection for existing contractors is applied. This is not apparent in the offer."

No details of the CCA recommendations on the rational location have been released, but *C&D* understands they include exemption for shopping centres and business centres.

Chairman Keith Ackroyd said that nothing had come out of the PSNC's meeting with the Department of Health last week which gave reassurance.

the control of entry both parties agreed:

1. The criteria for judging whether a new pharmacy is "necessary and desirable" must be detailed.

2. The ability to relocate must be adaptable to local circumstances, including changing of patient needs.

3. FPC's must avoid delay in dealing with new contract applications.

4. The new provisions must be implemented as soon as possible.

The DHSS acknowledged these points should be discussed quickly and undertook to consult the PSNC, and in relation to professional matters, the Pharmaceutical Society, and also FPC interests on the details.

sick people will be unable to get prescriptions or advice," PAC chairman Mr Alan Nathan says in *The Guardian*.

PAC claim that 2,500 to 3,000 pharmacies will be forced to close if the deal is accepted, citing 8,500 as a figure the PSNC chairman, Mr David Sharpe, has given as his personal view of an ideal number of pharmacies (see p1272, and Letters, p1302).

Mr Nathan has written to Mr Sharpe asking if he may attend the LPC conference. He says that PAC is more representative than LPCs. *C&D* understands PSNC has refused this request. PAC was still considering legal action as *C&D* went to Press.

■ Safeways are still considering legal action, as are Underwoods, though neither company was able to give further details as *C&D* went to Press.

## PSGB finds rural contract aspect 'unacceptable'

**Rural pharmacies seeking NHS contracts should be exempt from any rational location guidelines, and should continue to apply only to the Rural Dispensing Committee, the Pharmaceutical Society has proposed.**

In a letter to Health Minister Kenneth Clarke, the Society says the arrangements for the new contract in rural areas are unacceptable as they stand. The matter is viewed with considerable concern by the Society's Council.

"A solution must be found to the proposed inequitable position of rural pharmacies, to avoid the view within the profession that the new arrangements will require a renegotiation of Clothier," the Society says. It deplores the discrimination against rural pharmacies, which would need to obtain permission from FPCs before a contract application could be considered by the RDC.

The circumstances in rural areas are significantly different to the urban situation. Experience has shown that consideration of contract applications by a national committee is appropriate for rural areas, the Society maintains, and by and large the current arrangements are working satisfactorily.

The DHSS believes that it would be inequitable for pharmacies to have different criteria for applications for contracts in urban and rural areas.

The letter follows a meeting last Friday at which Society and DHSS officials were unable to reach agreement.

The Society, while endorsing the contract offer in general terms, expressed concern over the loss of BPA. The DHSS was urged to take into account the importance of having an identifiable encouragement for advisory services.

## PAC gets much media support

**The Pharmacists Against the Contract group, which now has over 100 members, has attracted a large amount of media attention this week on the effect the new contract proposals will have on closures.**

In addition to articles in the *Daily Telegraph*, *The Times*, *The Guardian* and *The Mirror*, Mr Joey Martyn-Martin, the group's spokesman, has appeared on the Jimmy Young Show on BBC Radio 2 and on television in Wales.

"The agreement will wipe out 3,000 chemists in Britain within the next three years," the *Daily Telegraph* quotes Mr Martyn-Martin as saying. "Thousands of

**Chemists claim new prescription deal will wipe out 3,000 small shops**

The collage features several newspaper clippings. The largest clipping has the headline "CHEMISTS ALARMED AT CUTS" and "THREAT TO CHEMISTS". Other smaller clippings include "Chemists fear loss of their shops" and "Chemists claim new prescription deal will wipe out 3,000 small shops". The clippings are arranged in a way that suggests a growing concern among chemists about the proposed contract changes.



## NPA to look at maximising OTC pharmacy sales

**The National Pharmaceutical Association plans to discuss how to maximise medicine sales through pharmacy with marketing directors of PAGB member companies.**

The private meeting will attempt to look at how best the industry and NPA members can co-operate without cutting across restrictive trade practices, legislation or compromising the generic corporate nature of the "Ask Your Pharmacist Campaign."

The announcement was made at a conference on marketing consumer pharmaceuticals organised by Legal Studies and Services, held in London last week.

The NPA hopes that manufacturers will resist the commercial pressure to go "down market" and sell products through non-pharmacy outlets. Mr Tim Astill, NPA director, told the meeting that there was little if any need for medicines to be sold outside pharmacy.

Equally pharmacists must learn to recognise their manufacturing friends, those who recognise the importance of professional involvement in the sale and distribution of medicines and who back that recognition by their distribution policies. "We will do everything we can within the limitations of the restrictive trade practices legislation to encourage

our members to support those responsible manufacturers," Mr Astill said.

Mr David Sharpe, Pharmaceutical Services Negotiating Committee chairman, concurred with Mr Astill and said that pharmacists were worth helping.

OTC manufacturers will benefit from the new contract proposals, if accepted, because those businesses encouraged by the proposals will be larger and more stable, Mr Sharpe said.

And pharmacists themselves find OTCs important. A recent survey showed that young pharmacists (aged 20-30 years) thought that their most important function was to advise on OTC purchases: "The future of pharmacy is in the hands of this age group," Mr Sharpe pointed out.

Companies themselves can help pharmacists, Mr Sharpe suggested. Pharmacists believe that company representatives have a useful educational role. They should be able to give pharmacists and their assistants product information including substantiation of therapeutic claims, Mr Sharpe said.

Simon Fitall senior research executive with Taylor Nelson Medical, suggested that grocery distribution does not have a role to play with the vast majority of OTC medicines.

There is quite a risk involved in moving into grocery outlets, he said. "Millions can be spent building a brand only for one or two multiples to decide on reduced shelf space for medicines; building distribution loyalty costs money in terms of higher discounts and lower margins. If the promises of higher profits do not come off a brand can expect to be delisted — regardless of cost to the manufacturer."

said Mr Vaughan.

He warned: "If the continued effect of the system is as dramatic as that, then clearly the cost to the taxpayer for the provision of NHS medicines will increase. Imported drugs will not be available and the higher-priced UK drugs will have to be bought in their place."

Mr Vaughan, representing Bomore and the Hants-based Eurochem Ltd, which has also suffered drastic cuts in trade, asked the judge to declare that the new system was unlawful.

He argued it was contrary to Article 30 of the EEC Treaty as it restricted imports and was, therefore, unlawful under English law.

Mr Robert Carnwath, QC, for the Secretary for Social Services, denied that there was an restriction on imports or contravention of the Treaty.

The judge reserved his decision, which will be given in the near future.

## PSNC region 5 48:31 against

**Pharmacists voted 48 to 31 against the new contract at a meeting in London, last week. Twelve abstained.**

There was a strong feeling at the meeting of contractors from PSNC region 5 that the deal should not be signed before the guidelines for granting a contract had been published.

The vote has no legal standing and the meeting consisted of more than 50 per cent of employees from multiples.

There had been a mix up in sending out invites for the gathering, consequently there were fewer contractors from independents than there might have been.

Defending the PSNC's decision to sign now without guidelines, chairman David Sharpe said that the time to sign was ripe and that there may not be another chance to get what the contractors wanted. He said there was a possibility that the present Minister, who was the most sympathetic to pharmacy Mr Sharpe had known, might be moved. "We could get the sort of minister that cannot, will not and has not the capacity to understand the contract. We are afraid we could go right back to square one."

Mr Sharpe understood the problems of the multiples — that there would be difficulties in planning for the future.

Mr Peter Herman said the contract was unfair and unjust to many people. If it was not accepted then pharmacists would lay themselves open to the supermarkets.

But he asked for one commitment; that PSNC promise the 16,000 script cut-off would be the sticking point.

Mr Sharpe answered that the Committee could give that assurance easily. But the Government could impose cuts without PSNC's agreement.

Mr Brian Kerner, chairman and managing director of Underwoods, told the meeting that NHS business only formed 3 per cent of his company's turnover and the new deal would not affect its progress.

Pharmacy numbers would fall, he said, although no-one was exactly sure by how many. Mr Sharpe had said that the figure could be 8,500 in several years time, Mr Kerner claimed.

Mr Sharpe said there were too many pharmacies and that 8,500 was his own personal ideal and was unconnected to the new contract proposal. But he stressed that it was not the PSNC's view. If numbers were reduced Mr Sharpe contended those remaining would be large and viable.

## HD decision reserved

**Brand-name medicines dispensed on NHS prescriptions could become more expensive because of unlawful restrictions placed on the import of cheaper alternatives from other EEC countries, it was claimed at the HD hearing in the High Court last week.**

Importers were being hit by the two-tier discount system introduced in January, said Mr David Vaughan, QC.

He told Mr Justice Taylor that the London-based company, Bomore Medical Services Ltd, had gained a £3.6m share of what had been until recently, a flourishing import trade worth £40m a year.

But since the new discount system had been introduced trade had been halved,



## 'Terms' to cover label errors?

**The DHSS is considering whether labelling provisions should be incorporated in the Terms of Service.**

In a reply to the Hertfordshire FPC, which requested clarification following a case in which a bottle containing Migril, dispensed according to a doctor's prescription, had a label marked "Distalgesic" attached to it, the DHSS says: "There is no requirement in the Terms of Service to label drugs supplied in accordance with a prescription, and a labelling error does not therefore constitute a breach of the Terms of Service where the correct drug in the correct quantity has been supplied.

"As a result of this case, consideration is being given as to whether some of the provisions of the Medicines (Labelling) Regulations should be incorporated with the Terms of Service for chemists."

## May drop of 39

The number of pharmacies on the Register fell by 39 in May — the largest drop for over ten years.

England (excluding London) lost 24 with 29 additions and 53 deletions. Scotland lost six, while Wales saw no overall change. London lost nine.

The number of premises is now 11,083.

## Daniel's recall

Richard Daniel of Derby are recalling stocks of pilocarpine eye drops batch N927. This is because of one report of 1% bottles correctly labelled and batched as N927, found in cartons for 4% drops carrying the same batch number.

Pharmacists are asked to check their stocks of the pilocarpine and return any of batch N927 for credit to the supplier.

## Chemist on bail

A pharmacist from Chingford, accused of obtaining money by deception from a Family Practitioner Committee, was bailed until July 16 by Tottenham Magistrates on Tuesday.

Manher Shah of 49 Landsdowne Road is charged with obtaining £4.18 belonging to the Enfield and Harringey Family Practitioner Committee, on, or about, February 1 at 736 Hertford Road, Enfield.

*Chemist & Druggist 22 June 1985*

## Standard OPs

In the report of the recent PSGB Council meeting one sees discussion on how we (as represented by the Society) would like to see original packs presented by manufacturers. The working party recommends,

1. Packs should be of modular design to aid storage.
2. There should be only one pack size of any particular product.
3. All packs should have a peel-off label, for use in pricing, being a duplicate of relevant information printed on the carton itself.
4. Labelling should be standardised, with the face of the original pack carrying all the information needed by the patient, as well as leaving space for our label.
5. There should be a standard for child resistance of foil or blister packs, bearing in mind that the elderly or weaker patients must be able to get at the tablets.

I don't think many would argue unduly about the concept, particularly if the manufacturer were to pack in a size regarded by his researchers as a normal treatment course, since the doctors would then have only to order one course, rather than a number of doses which currently bear little relationship to makers' present pack sizes. Two things I would assert. The first, that although it may be inconvenient, the greater the variety in packaging and labelling, the better it will be for everyone handling drugs, since in my experience mistakes are far more likely with products whose packs and labelling are similar than with those that are startlingly different. Picking errors, I think it is called. People apparently do not "read" labels for identification, so much as "see" a pack.

I seem to remember when Benylin with Codeine was first presented, the labelling was so near identical to 2l Benylin Expect, that mistakes did occur, with busy dispensers frequently sticking special identifying labels on the bottles so as to avoid confusion when the pressure was on. I suggest standardised labelling is the last thing wanted on original dispensing packs.

Going on from this. Now we have far larger sections in our dispensaries set aside for generic products, every one of us must have noticed how much harder it is to pick out a particular product when most of the packs on shelf carry only manufacturers' standard labels. All identical. Same typeface on all. The strengths too of things like codeine tablets, phenobarbitone etc, have to be outlined far more boldly. We use those fluorescent felt pens now for emphasis. It would make

sound sense if makers were required to print the names of products in a way characteristic of the product.

The first generic packer who comes up with a range of colourful and individual labels for each of the various different products he sells will find instant acceptance in my pharmacy, and I suspect in a good many others, all other considerations being equal.

The second observation is about the problems faced by the elderly when trying to access their medicament from some of the child resistant foil or blister packs. For the infirm, the size of tablet can be critical, tiny products frequently slipping between fingers which cannot pick them up. Foil packs must have enough space round the edges to allow them to be held properly, while "push-through" packs must have softer covering plastic to make that act easier for older people.

## Hare and hounds

Peter Glynn-Jones is general manager, sales and marketing, of Beecham's Proprietary Medicines. A professional who knows what his job is, and how to do it. It is to maintain and increase the sales of his company's products. That he must point out the same sales opportunities to the grocers and stores, does not invalidate the advice he gives us, although from our individual and essentially narrow viewpoint his company may appear to be running with hare and hound.

But I would accept without reserve his recommendation that we must display our goods in such a way that customers are aware we stock them, and then capitalise on our unique expertise, by offering the informed advice which can be seen to benefit that customer. But there are conflicts of interest to be recognised.

We may stock Diocalm, since as a traditional product, well advertised, many customers will buy it, without ever wanting further advice. From which reasoning it ought to be displayed and available in all shops specialising in the sales of medicines. Yet when we, as pharmacists, can sell alternative items such as Imodium coupled with Dioralyte or Rehidrat, I can't honestly see myself recommending their product as a first choice, despite their heavy advertising.

But then, in my view, the advertising of medicines to the public is something we could do without.

My distaste for the Boots/Farley/Glaxo voucher promotion mentioned last week should not have included Vestric who were, of course, taken out of the Glaxo fold by AAH earlier this year.





## 10.10 vision for soft lenses

Contactasol are launching two major new contact lens care systems — 10.10 and complete care.

10.10 is a disinfection system for daily wear and extended wear soft contact lenses. It comprises a cleaning and disinfecting solution containing 3 per cent hydrogen peroxide (250ml, £2.45) and rinsing and neutralising vials containing 0.5 per cent sodium pyruvate in a buffered isotonic aqueous solution (25, 15ml vials, £3.32). There is also a lens storage case specifically designed for the 10.10 system (£3.25).

The 10.10 system has been shown to be compatible with a range of low, medium and high water content soft lenses, say Contactasol. It contains no preservatives or enzymes.

Users store their lenses overnight (daily wear) or for 10 minutes (extended wear) in the cleaning and disinfecting solution, before storing for 10 minutes in the rinsing and neutralising solution.

For new patients a 10.10 care system

bag containing a 120ml cleaning and disinfecting solution, 10 rinsing and neutralising vials, a lens storage case and a patient instruction card, is available.

POS material including showcards, counter display units, sales aids and pen and pad holders have been produced and an advertising campaign in optical journals is underway.

Complete Care is an all-in-one solution formulated for cleaning, storing, disinfecting and wetting hard and gas permeable lenses (120ml, £2.75) preserved with benzalkonium chloride 0.01 per cent and disodium edetate 0.05 per cent. It can also be dropped directly into the eye to aid discomfort caused by dust, smoke etc.

Complete Care also has a starter pack comprising 120ml solution, a choice of soaking case and a patient care card.

A detailed sales aid is available and the product is also being advertised in optical journals, say *Contactasol Ltd, Ruxley Towers, Claygate, Esher, Surrey*.

## Coughing-up to continue

New product launches and considerable expenditure on promotion will continue the growth of OTC cough medicines and medicated confectionery sales in 1985, says Mintel Publications.

However, growth will be at a lower rate than was seen in 1984, and may well plateau at the end of the year, says the company.

Nearly £3m was spent on advertising in the first quarter of this year. This compares with just over £2m for the whole of 1984.

Mintel suggests that the increase is due primarily to the restrictions imposed on doctors by the Government's limited list.

Although 85 per cent of people now buy OTCs rather than go to the doctor for minor ailments such as sore throats and coughs, Mintel's research shows that brand loyalty is high, with 66 per cent of all OTC purchasers buying products with past experience in mind. This figure compares with only 19 per cent influenced by advertising, packaging or display.

Mintel believes that the market for non-prescription cough and throat products was worth £100m in 1984, with 40 per cent purchased between March and

September. "Market Intelligence — June 1985 Cough and Throat Products."

Annual subscription — £325, single issue — £55. From *Mintel Publications Ltd, 7 Arundel Street, London WC2R 3DR*.

## Alcon add to contact range

Alcon are adding three products to their range of contact lens care products.

The Softabs system comprises Softabs tablets (32, £2.30) containing sodium dichloroisocyanurate which can be dissolved in Salette saline solution (30x10ml sachets, £2.95; 60 sachets, £5.30) to provide a sterilising solution. Contact lenses can then be rinsed in Salette solution.

The third product is Adapette eye comfort drops (10ml, £1.90) — artificial tears. *Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk*.

## Lice licked

Prioderm and Carylderm can now be used in a two hour application to kill adult lice and their eggs.

The new regimen is suitable where

compliance may be a problem and the residual effect of further protection afforded by the usual 12 hour treatment less important, say Napp Laboratories.

A counter leaflet explaining both 12 and two hour treatments is available from *Napp Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge CB4 4BH*.

## S&N go for the softies

Smith & Nephew have launched a soft contact lens care range.

Prumecare tablets are for the removal of protein deposits from soft and gas permeable lenses (8, blister packed, £1.72). Prumesoak, containing chlorhexidine gluconate 0.002 per cent, is a disinfecting and soaking solution for daily wear soft lenses (120ml, £1.90). Prumeclean, containing poloxamer (Pluronic L64) 0.5 per cent with chlorhexidine gluconate 0.002 per cent, is a cleaning solution for daily wear soft lenses (10ml, £0.95). *Smith & Nephew Pharmaceuticals Ltd, Bampton Road, Harold Hill, Romford, Essex RM3 8SL*.

## Worm's turn

Pripsen will be available in a family pack of four dual dose sachets from July.

The pack will stress that the family treatment is medically advised to reduce the chance of reinfestation from a carrier within the family, say Reckitt & Colman.

An outer of three of the family packs replaces the outer of 12 dual dose sachets. Each sachet will retail at £1.15 and a family pack will cost £4.60, say *Reckitt & Colman Products Ltd, Pharmaceutical Division, Dansom Lane, Hull HU8 7DS*.

## Warts and all

Anbesol, Freezone and Compound W are to be presented in new counter units this Summer — with the product at the back and free patient leaflets on mouth ailments, corns or warts, at the front.

To tie in with the promotion the brands will be supported with advertisements in women's magazines to maintain and encourage brand awareness, say *International Chemical Co Ltd, Chenies Street, London WC1E 7ET*.

Robbins' Nurser is now being stocked by Unichem. Distributed by *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ*.

*Chemist & Druggist 22 June 1985*





KANEBO SENSAL  
EXTRA PERFORMANCE  
IT MEANS LETTING TIME STAND STILL  
FOR A FEW YEARS **Kanebo**





## Ever Ready go for youth

A £350,000 advertising campaign for Ever Ready's Gold Seal batteries will break in mid-June.

Colour Press advertisements with the theme "Go go go go go Gold Seal" will appear from June until the end of November in leading music and young women's publications, as well as four-sheet posters. The campaign is aimed at the 16-24 age group and features a series of three advertisements depicting young people in black and white style photography overlaid with colour illustrations.

A sister campaign will run later in the year in the photographic Press. *Ever Ready Ltd, 1255 High Road, Whetstone, London N20 0EJ.*

## De Witt weigh in with Delore

A heavyweight promotional programme is planned for the end of the year in support of De Witt's Delore nail care product.

The programme is to include a national Press advertising campaign as well as new point of sale material, which comprises free acrylic merchandising units with all orders of three dozen 7.4ml bottles of Delore for nails, and dump bins holding 25 "try me" 2.5ml bottles in pillow sachets. *De Witt International Ltd, Seymour Road, London E10 7LX.*

## Farley for feet

Farley are backing their Mycil athlete's foot ointment and powder with a £½m poster campaign to run until the end of December.

The campaign features three different posters being shown in rotation and point of sale material is available comprising two-tier racked dump bins, giant replicas of a Mycil tin and pre-formed shelf organisers. *Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.*

## A snip from Surmanco

Surmanco have announced their new Sheffield Snippers range of scissors and personal care products. The range is available either carded singly or on multi-cards, and is packaged in two-tone blue.

Products include baby's safety scissors (pink and blue, £4.14 per 10), tweezers (3in, £2.44 per 10 and 3½in, £3.11 to £3.21 per 10), nail files (£2.55 to £4.12) and nail clippers (£3.31 to £24.91 per 10).

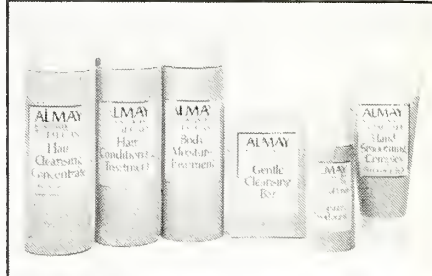
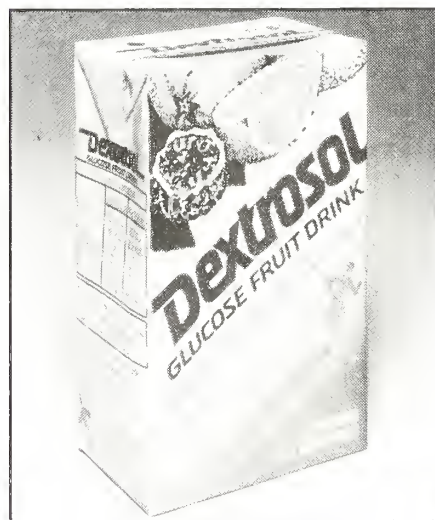
Items are also available in multi-packs (10 per card) ranging from £2.96 for ten 3½in straight nail scissors to £5.43 for ten 7in household scissors; and in multi-packs of six per card (two 6in, two 7in and two 8½in household scissors, £3.52, or £3.95 with coloured handles). All prices are trade. *Surmanco Ltd, 15-33 Cavendish Street, Sheffield S3 7SA.*

## Fruity energy

Dextrosol glucose fruit drink (250ml, around £0.29) is being test marketed in the TVS region and will be supported by television advertising in July and August.

The fruit drink consists of 25 per cent w/w glucose syrup blended with concentrated orange, passion fruit and lemon juices and containing no additives, say CPC Ltd.

The Dextrosol tablets commercial shown last year is being shown in the TVS area before and after the drink campaign, and is also being shown in the Central, London and Anglia regions during June and August. The new commercial will follow the same style as the old one featuring Jimmy Greaves. *CPC (UK) Ltd, Claygate House, Esher, Surrey.*



## Almay care from head to toe

Almay are introducing a head to toe treatment range called total care. The range comprises hypo-allergenic treatment products for hair care, cleansing and bodycare.

The range comprises:- gentle cleansing bar (£1.65) triple milled soap for all over cleansing with moisturisers; anti-perspirant deodorant roll on, alcohol free (£1.95); body moisture treatment (£2.95); hand smoothing complex (£1.95); hair cleansing concentrate shampoo (£2.45) and hair conditioning treatment (£2.45) — a mild hair conditioner for frequent-use and suitable for all hair types.

The total care packaging follows the new "clean look" Almay: peach livery, labelled in white and silver trim.

Counter display units are available. And a free booklet on body and hair care is available from a feeder in the unit. A free 20ml hand smoothing complex will be given with every total care purchase. This offer, flashed on the counter unit will be available while stocks last.

The range will be advertised from August to November. Black and white advertisements with the headline "It's you all over" will appear in women's magazines. *Almay, 225 Bath Road, Slough, Berks SL1 4AU.*

## Towelling tops

Some 76 per cent of UK mothers use towelling nappies, according to research commissioned by the Nappy Advisory Service.

Mothers are steadily moving towards dual usage of disposable and towelling nappies with 38 per cent now doing so. About 37 per cent use towelling nappies only, says NAS.

The survey shows experienced mothers use towelling nappies from birth while new mothers use disposables initially, converting to dual use after an average of three months.

Expense is cited as the major disadvantage of disposables by 94 per cent of mothers surveyed and 93 per cent of dual users found the absorbency of disposables poor and needed to use a towelling nappy at night. *Nappy Advisory Service, 3 Elgin Road, Sutton, Surrey.*





Anusol is a trade mark

# anusol

Recommend an ideal range for your customers

- \* Anusol Cream with a vanishing base, rapidly absorbed
- \* Anusol Ointment for dry irritated conditions
- \* Anusol Suppositories for a measured dose of internal medication

Piles and associated anal irritation are very common ailments, as every retail pharmacist knows. With Anusol, you can recommend the most suitable presentation from a medically-prescribed range of treatments — all of them

soothing and effective, and a thoroughly professional recommendation.

To help your shyer customers, there's a compact display unit for Anusol — please let us know if you would like one.

**WARNER  
LAMBERT**  
**HEALTH CARE**

the name people feel better with

Mitchell House, Southampton Road, Eastleigh,  
Hampshire SO5 5RY

**Composition:** *Anusol Cream* Each 100 g. of cream contains: Bismuth Oxide 214 g, Balsam Peru BPC 1973 180 g, Zinc Oxide Ph. Eur. 10.75 g; *Anusol Ointment* Each 100 g. of ointment contains: Bismuth Subgallate B.P. 2.25 g, Bismuth Oxide 0.875 g, Balsam Peru BPC 1973 1875 g, Zinc Oxide Ph. Eur. 10.75 g; *Anusol Suppositories* Each 2.8 g. suppository contains: Bismuth Subgallate B.P. 59 mg, Bismuth Oxide 24 mg, Balsam Peru BPC 1973 49 mg, Zinc Oxide Ph. Eur. 296 mg

**Indications:** *Anusol Cream and Ointment* For the symptomatic relief of uncomplicated internal and external haemorrhoids, pruritus ani, proctitis and fissures. Also indicated post-operatively in ano-rectal surgical procedures and after incision of thrombosed or sclerosed ano-rectal veins. *Anusol Suppositories* For the symptomatic relief of uncomplicated internal haemorrhoids and proctitis. Also indicated post-operatively in ano-rectal surgical procedures and after incision of thrombosed or sclerosed ano-rectal veins

**Dosage and Administration:** *Anusol Cream and Ointment* Adults Apply to affected area at night, in the morning and after each evacuation until the condition is controlled. Thoroughly cleanse the affected area, dry and apply cream or ointment. Anusol Ointment should be applied on a gauze dressing. Anusol Cream is prepared in a vanishing cream base and may be gently smoothed onto the affected area without the

need to apply a gauze dressing. For internal conditions use rectal nozzle provided, and clean it after each use. Not to be taken orally. *Elderly (over 65 years)* As for adults. *Children* No dose recommended. *Anusol Suppositories* Adults Remove wrapper and insert one suppository into the anus at night, in the morning and after each evacuation. Not to be taken orally. *Elderly (over 65 years)* As for adults. *Children* Not recommended.

**Contra-indications, warnings, etc.** *Anusol Cream, Ointment and Suppositories* History of sensitivity to any of the constituents. Rarely, sensitivity reactions. Patients may occasionally experience transient burning on application, especially if the anoderm is not intact.

**Product licence No's:** *Anusol Cream* 0019/0040, *Anusol Ointment* 0019/5002, *Anusol Suppositories* 0019/5001

**Cost.** *Anusol Cream* x 12 List Price ex VAT £10.37, *Anusol Ointment* x 12 List Price ex VAT £9.85, *Anusol Suppositories* 12's x 12 List price ex VAT £10.56, 24's x 6 List Price ex VAT £9.39

Data sheet available on request

R85136





## Impulse shows some chic

A new fragrance called chic has been added to the Impulse range of deodorant bodysprays. The variant is to have its own television commercial to run nationally in conjunction with the Impulse range advertisement.

Aimed at 13 to 18 year old females, the chic fragrance has top notes of tuberose and magnolia with a touch of passion fruit and will retail at £1.28 for a 75ml can. It is already available as part of the existing Impulse range in Europe and Australia.

Of the total £2.5m support package for the brand this year, £800,000 will be devoted to chic. A television campaign featuring an updated version of the current commercial will be screened from the end of July for five weeks. Impulse is to be further supported by a teenage magazine campaign running until the end of July.

Elida Gibbs say that in April of this year Impulse overtook the number two brand, Rightguard in terms of market share. To maintain this growth the company is launching a promotion in conjunction with Interflora.

Impulse cans are to be tagged with 50p coupons, redeemable against a purchase at any Interflora florist. 2,500 Interflora shops will display a chic merchandiser containing a tester and 20p coupons that are redeemable against an Impulse purchase. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

## Holiday Roc

Roc have produced a holiday skin care kit (£9.95) containing cleanser and freshener (60ml), tinted sport cream (15ml) and sunblock stick, representing a saving of £3.68 on the normal retail value of the products.

Packaged in a cotton pouch featuring narrow stripes of yellow, blue and red on a white background, the kit is available for normal/combo or dry skin and carries a swing ticket detailing contents. Ten kits of each skin type are supplied with a counter merchandiser. *Roc Laboratories Ltd, Avis Way, Newhaven, Sussex.*

## Mr Men find new home

The Mr Men now adorn a new range of toiletries from Columbia in a revamped version of a line previously held by Boots.

A retailers' promotional programme to back the seven new products consists of a competition offering the chance of a weekend at any hotel up to the value of £200, as well as 50 Mr Men alarm clock

prizes. Contestants are asked to match a number of words to the names of Mr Men characters in order to enter a draw.

The new products are: Mr Men and Little Miss bubble bath with badge in a blister pack (135ml, £0.99), shampoo with badge (150ml, £0.99), a range of picture soaps with display (70g, £0.75), talc shaker (25g, £1.75), character figure bubble bath (265ml, £1.75), illustrated zip holdall (£2.75) and fun bag (illustrated duffle bag, £3.50). *Columbia Products Co Ltd, Sherbourne Avenue, Ryde, Isle of Wight.*

# BAG BIGG

Following the success of the trial size five-pack new Libra Slims now come in tens!

Now that your customers have tried Libra Slims, they'll be flocking in for the new pack size.

Here it is. Containing ten full-flow towels with the unique stay-dry covering, each folded into pretty individual sachets.

And as an introductory offer, your customers will be able to get this standard ten-pack for only 49p.

**Bigger profits are bagged by Libra Slims.**

**NEW** **Libra<sup>®</sup> Slims**  
**IN UNIQUE PURSEPACK**  
**10 FULLY ABSORBENT PRESS-O**

Marketed and distributed by Bowater\*Scott Corp. Ltd., Bowater\*Scott House, East Grinstead. Tel: 0342 271



## Money-off Maxi and Fastidia

Lilia-White are launching a money-off promotion on their most recent range addition — Dr White's Maxi press-on towels.

Packs of 10s and 20s will carry a 15p and 25p money-off next purchase in-pack coupon which will be redeemable against any towel brand on the market.

"Encouraging consumers to switch from other brands is a top priority" comments Tim Straker, product group manager. The promotion runs until August 9 or until stocks last.

Running for eight weeks, Dr White's Fastidia 10s packs will be flashed at 36p. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*

Clinicomb have appointed De Witt International as distributors of their metal lice comb. *De Witt International Ltd, Seymour Road, London.*

# R PROFITS.



**49p**



## Tropic ads for Summer

Hawaiian Tropic is being supported by a £250,000 poster and women's Press campaign.

Publications like *Company*, *Over 21* and *Honey* will carry advertisements until the end of August. A poster campaign is running nationally until the end of August with the copyline: "Hawaiian Tropic makes you go really brown."

Hawaiian Tropic is the fastest growing brand on the market, says the company. "Sales in the 12 months up to the end of April 1985 show an increase of 21.8 per cent over the last 12 months." *Network Management Ltd, 3 Union Court, 9 Sheen Road, Richmond, Surrey TW9 1AD.*



Revitalising footbath (250g, £0.99) from Scholl is an effervescent foot salt for tired, aching feet. The scented white granules dissolve quickly in warm water, says the company. Pack graphics are in line with other Scholl products in the foot grooming range. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH*

## Empathy has more bottle

A 300ml size bottle of Empathy shampoo is to be introduced by Johnson & Johnson in mid-July.

The bottle will be a larger version of the 200ml size, with a "new size" flash on the front label and priced at £1.69. Pre-packed display units will be available, containing 12 of the 200ml bottles and six 300ml.

A headboard picturing Gillian Humphries, who appeared in the Empathy television commercial earlier in the year, is designed to link the campaign with the launch. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*



# Hair Decorations and Hair Care Products

Celeste and Little Miss Muffet



# STANDS THAT DELIVER!

Just one of five attractive Ravina Display Units designed to ensure maximum sales from minimum space.



Contact your Sundries Wholesaler for full details of the Ravina Collection of Hair Decorations & Hair Care Products  
 Ravina Ltd, Rooksley, Milton Keynes MK13 8PB  
 Telephone 0908 665577

# COUNTERPOINTS

## Fly Concorde with Cussons

An up-dated television commercial featuring Imperial Leather soap on Concorde is currently running. The new version uses the brand's previous advertisement theme of a family in a luxury bathroom on a jet, but now has Concorde as the setting. The £½m campaign runs for a month and coincides with special value, four-packs of Imperial Leather in-store. Cussons used nostril power to advertise their Imperial Leather dry deodorant. The product appeared on scratch and sniff cards distributed as part of a "smellyvision" experiment on ITV this week.

Viewers of the TVS programme 'The Real World, were invited to use the cards, (enclosed in issues of the *TV Times*), to participate in the experiment on June 17, by testing eight different microfragrance encapsulations. On the reverse side the card shows the Imperial Leather product and the instruction "rub the can and release the fragrance of a new dawn." The fragrances were created by PPF International, the fragrance, flavour and food ingredient suppliers. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

## Optique options

Optique have added two more shades to their range of mascaras: grey and blue. The colours join the existing shades of ebony, mahogany and navy and retail at £2.25. The mix of mascara colours in the introductory and starter packs has been adjusted to include the new shades. *Optique, 6 Burnsall Street, London.*



Numark chemist Margaret Pear from Eaglescliffe, Cleveland won a 16in portable colour television with remote control in the free draw at the Numark convention in Palma, Majorca. She is pictured with her husband, Gerald receiving her prize from Chesebrough-Pond's Cliff Bull, (right) with the area rep looking on

## Bic backing

Biro Bic are adding Press advertisements to their Wimbledon-based campaign for the Bic razor this year. Like the television advertisements, the Press campaign features John McEnroe, and will run until July 7 in daily and Sunday newspapers until the following week in *Sporting Life*. The advertisements use several different catchlines, according to the sports column headline. *Biro Bic Ltd, Whitby Avenue, Park Royal, London.*

## Pond's push

Chesebrough-Pond's are spending £1.8m on a television campaign to support Pond's dry skin cream. The commercial, which runs from July 15 to the beginning of October, will be screened in Scotland, Lancashire, Midlands, London, South and Anglia regions. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

## ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	Central
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV am	TT Tyne Tees

Haymine:	STV, BTV, TT, C4, (TT)
Immac	U, Y, A, TSW, C4
Imperial Leather:	All areas
Jaap's health salts:	BTV, TTV, C4 (TT, BTV)
Kenwood Spring:	Bt
Kleenex facial tissues:	All except G, Y, C, GTV, CTV, TSW, TTV, Bt
Kodak films:	All areas
Lady Grecian:	All except CTV, TTV, Bt
Linco Beer shampoo:	All areas
Mennen Speedstick:	All areas
Migralift:	Y, C4
Odor Eaters:	U, G, Y, C
Optrex:	All areas
Scholl Fresh Step insoles:	All areas
Sensodyne toothpaste:	All areas
Signal toothpaste:	LWT, TTV, C
Vaseline petroleum jelly:	Bt
Widom toothbrushes:	All areas
Wrigley's Freedent gum:	HTV



# Super Offer. Super Pack. Super Wipe. Super Softies!

From July to October New Super Softies have a unique free offer!  
Four big, soft play cubes illustrated by Dick Bruna for just  
4 proofs of purchase plus postage.

## Super Wipes!

New Super Softies have been improved to be even milder, even gentler for baby's delicate skin. The packaging has been redesigned and updated too. Every Mum will know that New Super Softies care even more.

## Super Sales!

Unique free offer, new presentation, biggest baby wipe now even milder, plus colour advertising in the Mother & Baby press . . . it all adds up to bigger-than-ever soaring sales.  
Stock high and build up your display of New Super Softies.



**(SterlingHealth)**

**Your Family Health Service.**



## Throwaways — up, up and away

The market for disposable paper products in France, Italy, Japan, Britain, USA and West Germany stood at the equivalent of \$15.3 billion in 1983.

A Market Direction report published this month analyses sales of toilet tissue, paper or kitchen towels, paper handkerchiefs and other facial tissues, table serviettes and napkins, sanpro products and disposable nappies.

The report shows the United States and Japan spending an average of \$34 and \$25 per capita respectively on paper products, compared with a European average of around \$20. There are signs of overall growth in most market sectors, with Japan showing a projected growth of 9 per cent, Italy 4.5 per cent and the USA 3-4 per cent per annum.

The British market is also expanding and sales should grow by an average of 6 per cent per annum to 1990. Certain sectors are relatively static, including toilet and facial tissues, but the report forecasts real growth being fuelled by the growing use of disposable nappies, an area which is expected to average 20 per cent per annum.

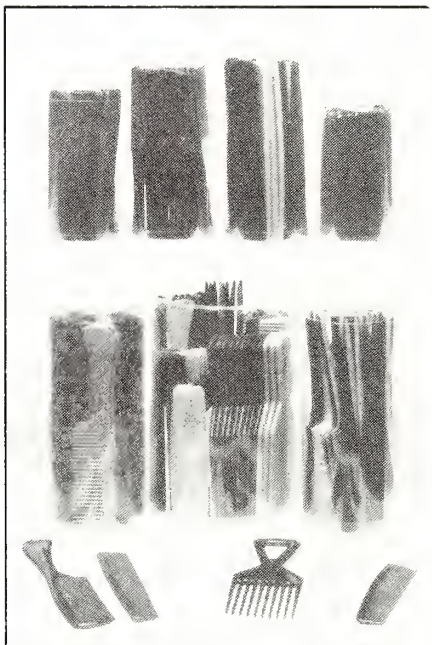
In France, Italy, USA and West Germany, toilet tissue and disposable nappies are by far the largest sub-sectors of the market, but in the UK and Japan, sales for 1983 are reported at less than 15 and 12 per cent of the total markets respectively. *Market Direction report 4.8, 'Disposable paper products', Market Direction, 87-88 Turnmill Street, London EC1M 5QU.*

## Tampax hit the top 40 charts

An on-pack offer forms part of a £750,000 promotional campaign by Tambrands to support their Tampax slender tampons.

The campaign is aimed at the juvenile sector — girls aged between 11 and 18 years — and invites customers to send in 40 "seal of confidence" tokens from 10s or 40s Tampax packs, with at least 10 tokens being from a slender pack. In return the company offers any 7in record from the top 40 charts.

The promotion is being advertised in girls' magazines such as *Jackie* and *Loving* during July and August, and the offer closes on December 31. *Tambrands Ltd, Dunsbury Way, Havant, Hants PO9 5DG.*



Rand Rocket have introduced a new Good Grooming range of combs in red, yellow, blue and brown. The six styles available and their suggested selling prices are afro (£0.33), rake (£0.23), dressing comb (7in, £0.19), all fine comb (6in, £0.14), pocket comb (5in, £0.13) and tail comb (8in, £0.16). *Rand Rocket Ltd, ABCare House, Walsworth Road, Hitchin, Herts SG4 9SX*

## Clic-on add on

Louis Sanderson have introduced three new toothbrushes to the Clic-on range: anti-plaque adult 40 tuft (£0.69), junior 27 tuft (£0.62) and promotional 40 tuft (£0.39). Advertising is running throughout the year in *women's Press*. *Louis Sanderson, The Old Vicarage, Tuxford, Newark, Nottinghamshire.*

## Simply Monteil

A new colour collection heralds a revamp at Germaine Monteil.

The company now becomes simply Monteil. The new colours featuring new formulae are encased in boxes, compacts and wands in gold and grey and engraved with a geometric design. The new look will spread throughout the colour ranges later this year say, *Monteil, St George's House, St George Street, London.*

## Sailing ahead

Roger & Gallet will be represented in the TAG round Europe yacht race with the new catamaran Roger & Gallet '62.

The 23m yacht, sporting the company's colours of red and gold leaves Kiel in Germany on August 9 and finishes in Sardinia.

POS items will be available. *Bergal Ltd, 3 Rhodes Way, Watford, Herts.*

## Signal clean up on TV

A television advertising campaign for Signal toothpaste started this week in the London and Central regions.

The 30-second commercial has a strong children's appeal, using a combination of live action and animation to reinforce the message of "First Aid for teeth," used in Signal's Press and poster campaign last year. Elida Gibbs hope to extend the television campaign nationally in 1986. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London.*

## Macdonald cotton on

Macdonald's cleansing pads are a new addition to the Macdonald & Taylor range of cotton wool products.

The cotton pads are for use in the removal of cosmetics and come in packs of 50. Trade cases of 36 packs are on offer at £10 per case and will be available at a trade price of £11.25 from September 1. *Macdonald & Taylor division, Wellcome Foundation Ltd, Lion Mill, Fitton Street, Royton, Oldham, Lancs.*

## Softer look

Sterling Health have relaunched Super Softies with "milder wipes" and updated packaging.

The new look will be supported with a free offer running from July to October. Four big, soft play cubes illustrated by Dick Bruna are free with four proofs of purchase plus postage. *Sterling Health, 1 Onslow Street, Guildford, Surrey.*

## Cannon bring soothing news

Cannon Babysafe have launched an orthodontic soother (£0.84) with a teat designed to eliminate risk of dental malocclusion.

It is strength tested to a pull of 40lb weight (meeting BS 5239 requirements) and can be sterilised. The soother shield is made of crystal polycarbonate, contoured to avoid the nose, and with ventilation holes to allow air circulation and prevent soreness, say *Cannon Babysafe Ltd, Lower Road, Glemsford, Suffolk.*





*Lady Jayne*

**makes all the  
difference**



# DON'T THE B



Durex and Elite are trade marks of LRC Products Ltd.

Elite has captured 13.2% of the UK sheath market, after just nine months.

Elite has already gained impressive distribution of 62% and it's still growing.

DUREX ELITE. THE



# MISS



Elite has the backing  
of a massive press cam-  
paign like this: Sun, She,  
Family Circle, TVTimes,  
Daily Star, Readers Digest,  
Sunday, Sunday People,

and Living, from August  
to February. Elite has est-  
ablished a brand loyalty  
among users, two-thirds  
of sales are attributable to  
the 12 pack alone.

SAFEST, MOST SENSITIVE DUREX EVER.



## Co-codamol from Cox

Co-codamol tablets are now available from Cox Pharmaceuticals.

The tablets contain codeine phosphate 8mg and paracetamol 500mg. They are available at an introductory offer of £9.46 trade for 500. *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, North Devon EX32 8NS.*

## X-Prep dose and strength change

From July 1 X-Prep liquid will come in 72ml bottles containing 72mg sennosides (currently 71ml containing 142mg sennosides). The recommended dose will be the whole bottle between 2pm and 4pm on the day before X-ray for patients with bodyweight 72kg and over. For those less than 72kg the dose is 1ml per kg bodyweight.

The change is being made because studies at St Thomas's Hospital, London,

have shown that halving the sennoside dose reduces the griping pain sometimes experienced after examination without affecting the quality of colonic preparation prior to barium enema examination, say *Napp Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge CB4 4BH.*

## Colofac now as liquid

Colofac is now available in liquid form (300ml, £3.50 trade). Each 5ml contains mebeverine pamoate equivalent to 50mg of mebeverine hydrochloride.

For adults and children over 10 years the recommended dose is 15ml three times a day, preferably 20 minutes before meals. *Duphar Laboratories Ltd, Gaters Hill, West End, Southampton SO3 3JD.*

## BRIEFS

**Additional strength for Pharmacy only**  
**Psoradrate:** Psoradrate cream is to be available in a 0.4 per cent strength from

July 1. It comes in 100g tubes (£9.37 trade). All three strengths of the product are now classified Pharmacy only but makers Norwich Eaton do not envisage any OTC sales and do not plan to promote the product to pharmacists. Distributors *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts.*

**Transiderm-Nitro pack change:** Packs of Transiderm-Nitro 5 will shortly be changing to a smaller carton containing more compact sachets made with aluminium foil. *Ciba-Geigy Pharmaceuticals, Wimblesbury Road, Horsham, West Sussex RH12 4AB.*

**Questran colour change:** The colouring agent tartrazine has been removed from Questran which is now peach-coloured. There has been no change to the flavour, say *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Slough SL3 6EB.*

**Novo U40 and U80 insulins discontinued:** Supply of Novo U40 and U80 insulins will cease on July 11 following the changeover to U100 strength, say *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.*

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Wyeth are now making available the following major products from their range as generics:

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- \* Oxazepam tablets B.P. 10mg & 15mg
- \* Temazepam capsules 10mg & 20mg
- \* Aluminium Hydroxide Mixture B.P. 2 litre

Wyeth Lorazepam, Wyeth Oxazepam and Wyeth Temazepam are available at 12% off Drug Tariff prices bringing maximum benefit to you without HD endorsement.

Aluminium Hydroxide Mixture B.P. is available at 7.5% off Tariff.





# How new legislation has affected FPCs

In 1981 the Government decided to introduce legislation to remove the administrative dependence of Family Practitioner Committees on District Health Authorities for staff, accommodation, equipment and administrative expenditure, and to constitute FPCs as autonomous health bodies. Jean Rothwell, FPS, chairman of Bolton FPC, looks at what this means in practice and for her Committee in particular.

Proposals were first introduced to Parliament in 1983, then, following the last General Election, the date subsequently determined for implementation was April 1, 1985.

FPCs now have the right to employ their own staff and are responsible for the provision of family practitioner services and such other functions as may be prescribed. The Government saw an opportunity to increase the emphasis on primary health care within the NHS as a whole, and in line

with the Government's general policy for publicly funded bodies, they also saw a need to strengthen the line of accountability from Family Practitioner Committees to the Secretary of State and to Parliament.

The FPC's advisory function operates at both local and departmental level. Locally, Committees have a responsibility to advise:

1. Members of the public about family practitioner services.
2. Practitioners, eg about practice arrangements, premises and remuneration.



Chairman of Bolton Family Practitioner Committee, Jean Rothwell, FPS

3. Other FPCs about patient movements, etc.
4. Other organisations such as CHCs and CABs.
5. Health authorities and their officers on operational and planning matters.
6. Local authorities on matters having implications, eg transport, housing, practice premises, etc.
7. Joint Consultative Committees representing health and local authorities, FPCs and voluntary organisations, etc.

At Departmental level FPCs are in a position to advise Ministers and officials on matters relating to individual family practitioner services or on those services as a group.

*Continued on p1288*

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Continued from p1287

Members of the public have a right to attend FPC meetings and FPCs are encouraged to have a member of the CHC present as an observer at FPC meetings, who may be afforded the opportunity to speak, but not to vote.

At a meeting of new chairmen at Westminster in January, Minister for Health Kenneth Clarke said that FPCs had suffered from administrative inertia arising from the complexities of the NHS, and the overcoming of this would be one of the first tasks of the new FPC chairman and administrators. We must also become consumer orientated, he said, because people who complained sometimes felt that the system closed ranks. Service committees and FPCs must be seen to be objective, so that complainants and practitioners, alike, could feel fairly treated.

## Committee format

In August 1984, nomination forms for the new FPC membership were sent out. In most FPCs there are 30 members plus a chairman, who are all directly appointed by the Secretary of State; neither members nor chairmen are paid.

Of the 30 members there are 15 "lay" members and 15 "professional" members. The lay members are nominated by various bodies including District Health Authorities, Local Authorities, and a variety of local organisations and individuals.

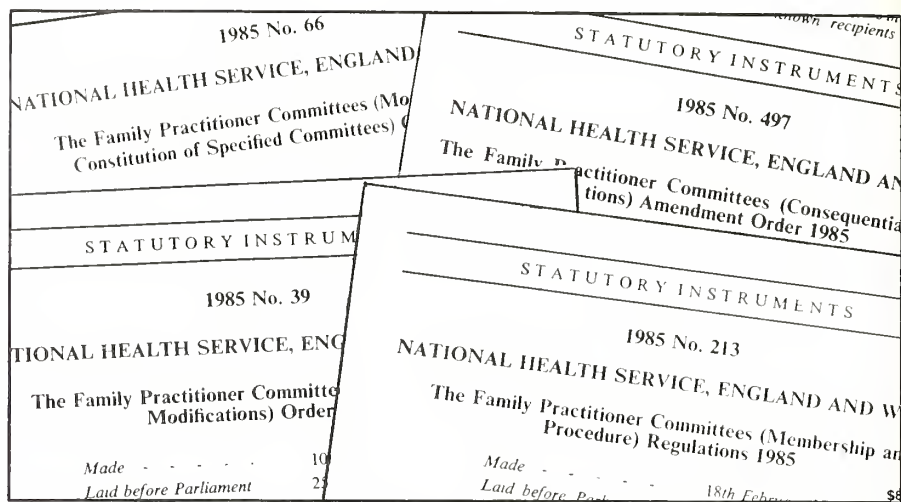
The number of representatives of the local professional committees remains the same as previously. Prior to April, 1985 the representatives were nominated by the professional committees themselves, but under the new legislation the appointments are made by the Secretary of State.

Each local representative committee was asked to submit nominations in excess of the number of places available. Of the 15 professional members there are:

- Eight members representing the Local Medical Committee.
- Three members representing the Local Dental Committee.
- Two members representing the Local Pharmaceutical Committee.
- Two members representing the Local Ophthalmic Committee.

LPCs were required to submit four nominations from which the Secretary of State invited two pharmacists to serve on the FPC. This presented problems with many LPCs because there are few pharmacists in a position to be able to leave their businesses or to spare time to do committee work, especially if day time meetings are involved.

The other professions found it equally difficult to find enough people to nominate; in the past, most of the professions managed to find the required number of representatives with difficulty — but the



need to submit more names presented problems and caused delays. LMCs had to submit ten names for eight places, and in Bolton the doctors have only recently appointed, having missed the shadow meeting of the FPC and the first meeting of the new FPC because of delays in the nomination and selection process.

Of the 15 lay members of Bolton FPC, 11 have no previous FPC experience. The Department is to issue a members' handbook.

There have been training sessions locally, but new members feel that some training should have been arranged much earlier, on a local, regional or national basis. This was not possible because some FPCs did not know their complete membership until late March or even April, where there had been delays in the appointment process.

At the shadow meetings in March most FPCs elected their vice-chairman. Where the chairman appointed by the Secretary of State was a professional, the vice-chairman had to be a lay member, and vice versa.

The lay members of all the pharmaceutical committees were also appointed — the medical, dental, pharmaceutical and ophthalmic service committees, as well as the Hours of Service Committee, Joint Service Committee and Allocation Joint Committee. (The professional members of these committees are appointed by the corresponding local representative committees.)

At the first meeting of Bolton FPC, the chairmen of these committees were appointed; all these appointments had to be done immediately to enable the FPC to continue to function, and I know that most of the new lay members felt very much in the dark, and under the impression that there was a considerable amount of committee work ahead. Hopefully, that will not be the case.

The administrative expenditure of FPCs was discussed with the corresponding District Health Authorities in the Summer/Autumn of 1984.

FPCs had to agree with their DHAs the apportionment of funds for their administration, from their DHA's budget.

There were problems with some FPCs and DHAs, especially in deprived areas such as Bolton, and it remains to be seen whether or not we shall be able to provide a satisfactory service on the apportionment finally agreed upon.

While FPCs directly control approximately 2.5 per cent of their expenditure, chairmen have been left in no doubt about their accountability for the totality to the Ministers. Ministers want to establish accountability reviews for FPCs, comparable to those for regions and DHAs. Every year each Committee will be subjected to annual scrutiny by the Department, and annually, 18 FPCs will be subject to an in-depth review, some of which will be led ministerially. Bolton FPC will be one of the first to be reviewed in this way, later this year.

## 'Value for money'

In a letter to chairmen recently, Mr Bryan Rayner, Deputy Secretary (FPS Division) listed ways in which FPCs could ensure "Value for money" in the use of FPC resources.

FPC's have very little discretion in paying pharmacists and dentists because most of the payments are made according to a method of payment for items of service agreed between the professions' negotiating bodies and the Department. However, there is more scope for FPCs to exercise discretion and correspondingly greater responsibility for obtaining value for money, in making payments to general medical practitioners, than with payments to other contractors. This is mainly because GPs receive a much smaller proportion of their remuneration through item of service payments, and a much larger proportion of their income through other fees and allowances.

In the short-term contractors will not notice any dramatic change, but gradually there will be more involvement in the provision of the primary health care services, and with the introduction of computers a more efficient role will be seen in the provision of services such as cervical cytology call and re-call systems.





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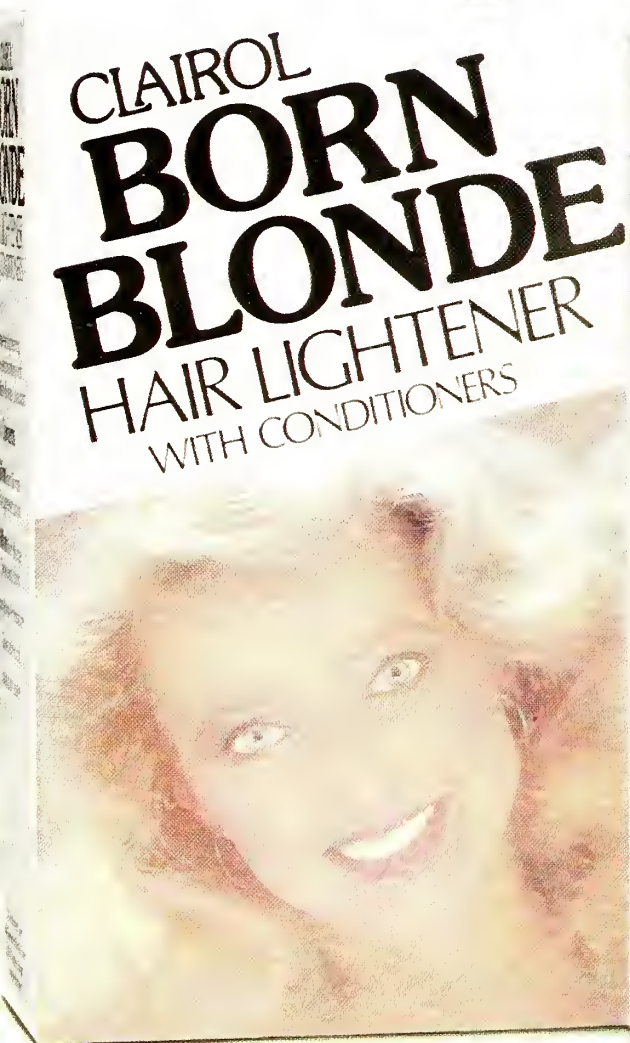
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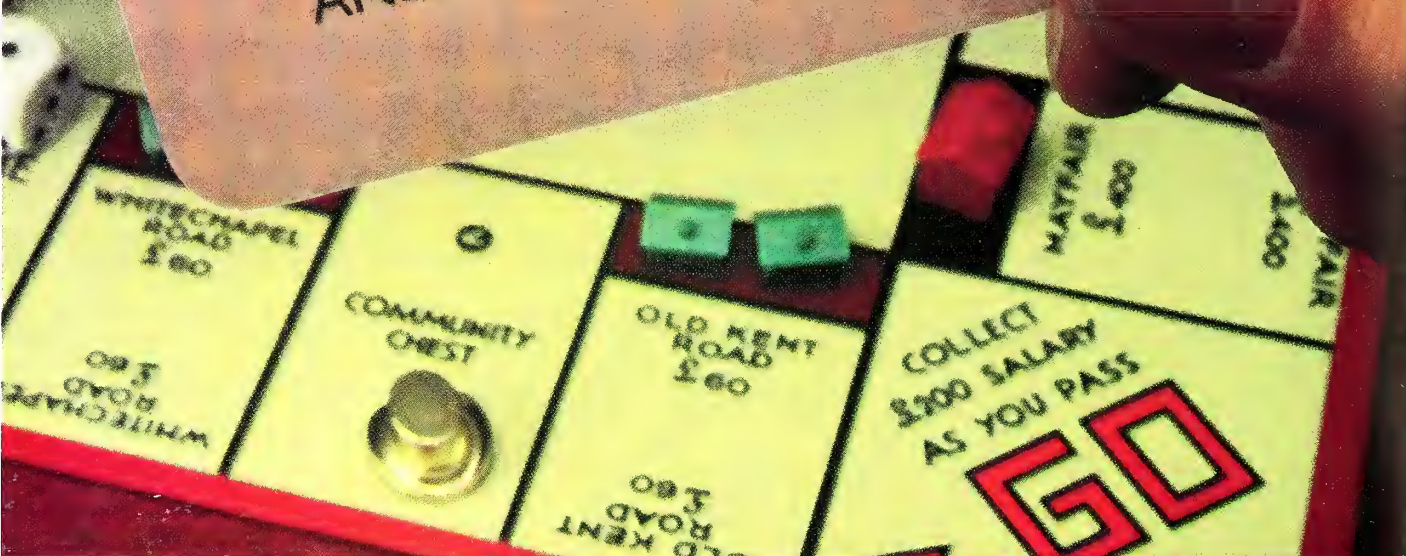
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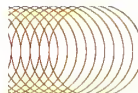
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# The MANUFACTURER'S Tale YEAR-ROUND SELLERS

**E**lectrical manufacturers trying to persuade pharmacists to become more involved in stocking their products have two big problems.

The market is still widely seen as a very seasonal one, and many chemists fear price competition is too tight to give them the margins they need. Braun believe they can put both these demons to rest.

"We've reached the position where about half our sales come in November and December" explains John Holmes, the company's trade sales manager. "Two years ago, it was nearer 70 per cent".

"I think the pharmacist is now at the stage we were then, with all our sales at Christmas because that's when all our effort was. The chemist seems prepared to have a go at Christmas, and he does quite nicely, but then he folds his tent and disappears. That's unfortunate, because there's customers out there 12 months of the year."

Pistol-grip dryers, curling tongs and the company's recently-introduced dental care range are, he says, natural winners for pharmacy. "They're year-round sellers, the least seasonal products we make".

**Braun used to do around 70 per cent of their business in the run-up to Christmas. Now they've got that figure down to 50 per cent, and they say pharmacists can do the same.**

Wholesalers are also guilty of nervousness in stocking, according to John Holmes. "If I could eliminate all the out of stocks that happen for Braun in a year, I'd increase business by 40 per cent. It's all lost sales" he says.

Dental products showed particularly strong growth at Christmas, with a 90 per cent sales increase and Braun still trying to catch up on production.

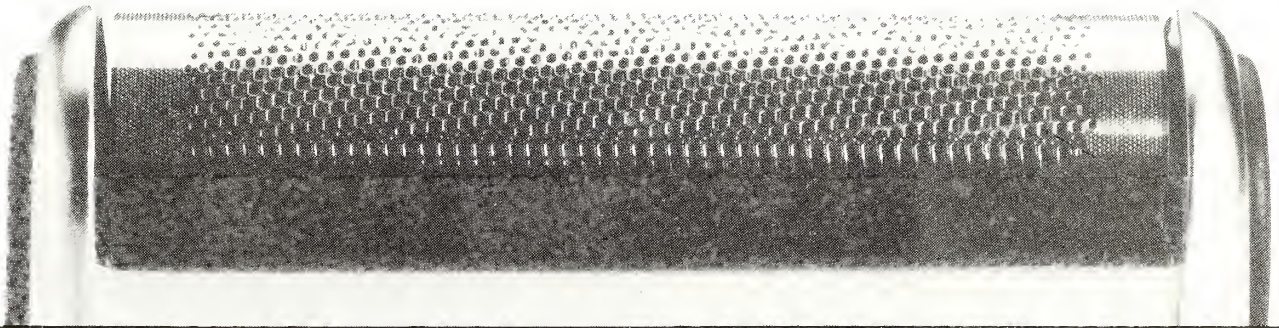
With profit margins of between 18 and 20 per cent, Braun accept electrical goods can't match the percentage figures offered by toiletry and cosmetic lines. But they point out that each sale puts a good deal more money in the till. "We made it 72 family-size tubes of toothpaste to make the same profit as a single Braun shaver sale."

Company policy is not to become involved in pricing for discount with the major chains, and Braun try as far as possible to contain High Street prices within £1 of each other. "A £1 price band is viable for the type of products the chemist is going to stock — the under £20 area," says John Holmes. "Customers won't bother to travel far to save £1. It's when you get to £3 or £4 that you've got a different ball game".

"There is a tendency for people to see a price and say 'Christ, I've got to meet it'. We say 'Hey, wait a minute, do you *really* have to? Is there an alternative product you could be stocking? How far away is this price?' Because, if it's 20 miles, forget it."

Braun currently supply around 1,500 pharmacy outlets through Pharmagen, a figure which compares to some 600 or so a year ago. "If we can add another 500 outlets in the next year, we wouldn't be unhappy" says John Holmes. "Although I'd like to think it'd be a lot more than that." Expansion past the 2,000 mark will be a lot more difficult, he thinks.

"Our call portfolio is usually a pretty good guide to apportionment of business" he *continued on p1295*



## OHM TRUTHS

Philips see some hope of saner pricing in the coming season, particularly in the shaver sector.

"Our sales were up 30 per cent by value, and the market is now poised for a period of sustained profitable growth," says market manager Hugh Goody. "After a damaging phase of price cutting at the expense of proper support, equilibrium is beginning to be restored, and pricing looks more realistic."

The company's Ladyshave took 55 per

**Personal care lines such as shavers and hairdryers remain the pharmacist's core business, but there's plenty of chance to spread your wings further...**

cent of its market sector in 1984. Total sales of shavers for women reached 780,000 units, a rise of 21 per cent. Philips claim they took most of the increase.

Braun's figures broadly confirm this estimate of market size, showing total sales of 800,000 units. Mains shavers took 45 per cent of this, battery models 54 per cent, and rechargeables just 1 per cent.

They characterise the market as having shown encouraging growth in 1984,

*continued on p1295*



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# The DISTRIBUTOR'S Tale YOUR STARTER FOR £200

## YEAR ROUND SELLERS *continued*

goes on, "and we're getting to the stage now where about 20 per cent of our overall selling time is devoted to the chemist."

Small electricals can help to replace pharmacy business lost to grocery and drugstore outlets, or boost turnover hit by the limited list, he argues. "It's very nice to know there's a multi-million pound business out there which the chemist has at least a fighting chance of making his own."

"And it's not really low volume. We're looking at 1.8 million shavers sold, 2.6 million pistol-grip dryers, 2.4 million curling tongs."

"Having said that, the UK is probably the most price-competitive market there is. When I came into the industry, it was taken as read that the absolute top whack for a men's shaver was £9 19/11 — that was when the average weekly wage was about £10. Now, with the average wage ten times that, top price shavers are still only around £20."

"So the industry's either a bunch of lemmings, or really very efficient. I sometimes think it's a bit of both."

**If you want to keep several manufacturers' products in stock, but aren't willing to spend too much, an independent electricals wholesaler may be the answer. Beekay are one of those which specialise in the chemist trade.**

**L**ondon's Beekay have specialised in chemist business for the past ten years. Their answer to pharmacists wary of electricals is the offer of starter packs costing between £150 and £200.

A typical pack, according to sales director Kishore Ruperalia, would include a Philips Infraphil health lamp, a range of Braun battery shavers, Clairol or House of Carmen hairdryers, Braun's Independent curling tongs (together with refills) and, perhaps, a body massager. "That would

about take up the £200," he says.

Batuk Ruperalia, Kishore's brother, is managing director of the company. "Even in premium-priced toiletries and perfumes, the pharmacist is facing more and more competition" he argues. "He's got to find alternative business. As long as chemists are prepared to work on a margin of about 20 per cent on electricals, they'll get their fair share of sales."

"There are a number of electrical lines which perfectly complement goods sold in the pharmacy. People buying shampoo or conditioner will also use a hair dryer. Customers come to the pharmacy for toothpaste, so why not an electric toothbrush?"

Batuk believes electricals manufacturers should consider promoting their health and personal care lines very much as pharmacy items.

"They could advertise them in a similar way to medicines — tag on a line at the bottom saying 'available from your chemist' instead of allowing their products to be seen as the province of Comet-type outlets."

*continued on p1296*

## OHM TRUTHS *continued*

following 1983's dip, and say these improved levels should be maintained in the current year.

Philips take 46 per cent of the market for ladies' shavers, say Braun, crediting themselves with 25 per cent.

Philips' haircare sales were up 60 per cent over 1983. The power of their brand name made this possible, according to marketing manager Colin Reeves. "Although the market was buoyant last year, we are obviously taking brand share from the competition" he says.

Hand held dryers continue as the core of the market, selling around 2.9m a year. The

market is moving towards the more powerful 1200/1500 watt models, say Philips, with the recently introduced silent models also destined for great things.

Moulinex claim market leadership among hairdryer manufacturers, but put the total market rather lower than Philips, at around 2.2m units. "Customers are prepared to pay more for fashionable colours and designs" they say.

Braun divide the total haircare market into pistol grips, stylers, curling tongs and curling brushes. Pistol grips take the largest share with sales of 2.6m units. Curling brushes are close behind with 2.3m, then come curling tongs (870,000) and stylers (230,000).

The whole market is worth some £50m,

they say. Braun's own sales are led by the curling tongs, which take 52 per cent, closely followed by stylers with 47 per cent. Curling brushes take 40 per cent, and pistol-grip dryers 21 per cent.

Pistol-grips and stylers will stay roughly at 1984 levels, according to Braun, but some growth may be expected for curling tongs and brushes. Braun also tip low-noise hairdryers as the product to watch.

Remington put the 1984 men's shaver market at 1.65 million units — an increase of 150,000 on 1983. Their own share has "steadily increased" since the beginning of the decade, they say.

Braun are more bullish, saying 1.8m shavers were sold. Mains models lead with

*continued on p1296*



## YOUR STARTER FOR £200 *continued*

That's not the only message Beekay have for their suppliers. Communication lines with retail leave a lot to be desired, they say, with consumer promotions taking more than their share of the budget. "But what's the point of creating consumer awareness if the products aren't there at point of sale? It's very rare to see even an electrical manufacturer's *catalogue* in the pharmacy.

"There are exceptions, but I think the manufacturers have largely left it to distributors like ourselves to educate the retailer and promote their products. The interest they've shown has largely been at a surface level, without any definite commitment.

"We're currently behaving like a little part of each company here at Beekay — lots of little marketing departments — and it's a hell of a responsibility."

"There's a limit to what people like ourselves can do, because margins for the distributor are pathetic. I'd be very happy to get 3 or 4 per cent net profit after all our costs — and even that's under threat.

### 'They say a lot...'

"Consumers are getting a fantastic bargain at the expense of manufacturer, distributor and retailer. People are giving away far too much.

"It's high time the manufacturers did something to help us get away from that; they say a lot but do very little. Customers are prepared to pay for a quality product."

That pharmacists would appreciate more guidance on the market seems confirmed from Beekay's weekly advice sessions organised for their customers on Sunday mornings.

One advantage the independent can claim over the multiples is his flexibility; no need to wait for head office to make up its mind on buying decisions. But the service pharmacists are used to on drug deliveries means they're in danger of being spoilt in the service they expect from other wholesalers. "They tend to take it for granted, but it's obviously a very expensive level of service to maintain" says Batuk Ruperalia.

"There is the most enormous potential in electricals for pharmacy. Chemists still have the opportunity to really establish it as their business. We wouldn't have spent the past ten years concentrating on pharmacy if we didn't believe that.

"But if everyone doesn't wake up soon, I think we'll miss the boat.

"And that would mean manufacturers, distributors and retailers had all missed a golden opportunity".

# The RETAILER'S Tale DIVERTING THE TRAFFIC

The pharmacy is the natural home for many electricals products, say Underwoods. But it's essential to convince customers you're serious about the market.

**H**enry Padolfe, electricals buyer at Underwoods, believes the value of a pharmacist's advice goes far beyond the medicines counter.

"People like to talk to the chemist," he says. "If he was there at the dental care counter to say 'I can sell you an ordinary toothbrush, but an electric one would cut plaque by X per cent and take better care of your gums as well', then maybe he'd get the sale.

"The pharmacy should be the first place you think of for dental or healthcare products — it's the one case where we stock them in the medicines area rather than the electricals department.

"But a lot of small pharmacists are still very old-fashioned. They seem to think 'Oh dear, I've never sold that before, so I never will'.

"You've got to put forward a credible image. It's no good just having one or two shavers stuck up on a shelf. People think 'Oh well, he's not really in the market' and go somewhere else. For instance, we stock about 95 per cent of the entire Braun range, and I doubt there's another retailer who can say that."

Mr Padolfe sees the discount houses — outlets like Comet and Argos — as causing

most of the market's price problems. They often stock small electricals as traffic-builders in their stores, he says, and at various times do "crazy things" with pricing.

"What happens is the manufacturers go out with a product selling-in at, say, £15. They tell retailers that, based on the market at the time, they see it selling to the consumer at around £22.95. Then Argos or Comet comes along charging £19.95 or so, and giving that price a lot of publicity. Other retailers react, and prices start to spiral down.

### 'We've never been cheapest'

"The manufacturers perhaps don't know the ins and outs of running a small business, or don't have much idea of the costs involved, so they adjust their recommended retail prices at the next sales meeting, and £19.95 is suddenly their new price.

"Then, they start the next sales meeting on that assumption, and their next product also emerges at the equivalent of £19.95.

"We find that, as long as you're giving a good service, people aren't too worried about paying a little more — within reason of course. We've never been interested in being the cheapest in town. Like everyone

## OHM TRUTHS *continued*

52 per cent of the market, with rechargables taking 27 per cent and battery shavers bringing up the rear with 21 per cent. These figures make the market as a whole worth nearly £40m. Rechargables will grow by about 2 per cent in the coming year, mainly at the expense of mains shavers, they predict.

"The trend towards higher-priced, full-feature shavers which started in 1984 will accelerate in 1985-86" says Bengt Lofquist, Braun UK's marketing director.

The company have been gaining fast on market leaders Philips in the all-important

men's shavers sector. Their aim is to overtake their rivals with this Christmas's performance.

Braun's 1984 estimates show themselves just 4 per cent behind, with 32 per cent of the market to Philips' 36 per cent. The figures for 1983 showed Philips with 39 per cent and Braun with 28 per cent.

Remington's share rose 2 per cent to around 19 per cent in 1984, according to Braun. Boots' own brand shavers took a static 8 per cent.

Dental care products are also said to be showing "encouraging growth", with sales of electric toothbrushes in 1984 reaching 150,000 units, and water jets managing 100,000 units.



# The CUSTOMER'S Tale 'BOOTS WILL BE CHEAPER'

**The only assessments of the market that really matter  
are those made by your potential customers. C&D  
asked some browsers in Boots what they were  
buying...and why.**

else, we're in business to make a profit, so we look for lines which will give us an adequate return."

What sort of return would be considered adequate? "I can't really give you any idea of margins: I'd get my head chopped off". But Underwoods' buying power must give them quite a bit of leverage with the manufacturers? "I think I'd be wrong to answer that."

Underwoods try to project a strong and consistent corporate image of their own, but find this doesn't rule out the use of manufacturers' POS. "Some of their stuff fits in quite well" says Mr Padolfey.

Their consumer advertising also works well, he believes. "Most of the manufacturers have got their heads screwed on pretty well. They know their product strengths and they stick to them."

"It's all about having the products in-store, and getting them in front of the customer."

Having the products out in the open where people can examine them before buying is also part of the company's philosophy — shavers being the exception. "They've got to be under glass."

"We tend to rely on our overall store security rather than putting everything under glass or using loop alarms. The independent retailer, with a smaller shop and less traffic should be able to do the same."

Christmas sales now really start to show around the first week in December, according to Mr Padolfey. "It seems to be getting later and later. Our sales are now split about 50-50 between Xmas and the rest of the year."

Computer programmer Wendy Grey had come into the Boots branch at Maidstone's Stoneborough Centre to buy a new hairdryer. "I've got no choice, my old one blew up last night."

Exploding hairdryers permitting, she normally prefers to think about such a purchase before buying, and would shop around if she thought she could save a pound or so. She eventually chose a Boots own-brand model — the 1200.

She does occasionally use an independent chemist near her home. "But I don't think he stocks electricals." Mostly she sticks to Boots, saying she's always been very happy with the service there.

Mrs Blackmore and her 16-year-old daughter Clare were buying a Philishave as a birthday present for Clare's boyfriend. Personal recommendation from the men in their lives had convinced both of them that Philishave's round heads gave a better shave.

Their local chemist — an independent — did keep shavers and other electricals. "But I'm sure they'd be more expensive there". They'd already done some shopping around, having seen the shaver they wanted slightly cheaper at Argos. It was worries on after-sales service which convinced them to pass that up.

Penny Vine, who bought a Pifco massager, also felt sure her local corner-shop chemist would have higher prices. She'd already tried Currys and Comet, but been unable to find the model she wanted.

In making her choice, she'd carefully read the in-pack leaflets with the various massagers, despite a Boots sign asking customers not to open the boxes. Advice from assistants was useful, she thought. "So many of them don't know what they're talking about, though."

Sue Chambers, an office worker examining Braun Independent stylers, had no consistent view on shopping around for price. "It depends whether I'm skint or not" she said. On-pack information told her most

of what she wanted to know, although she also liked to get the products out of their boxes and play with them. "Mind you" she said, "I don't half get some dirty looks sometimes."

Mrs Charles was accompanying her daughter in the search for a Father's Day present. They settled on a Philips shaver — the same model as his old one. They didn't feel the advice you could get from the assistants played a large part in their shopping decisions. "I'd normally come in the shop having pretty well made up my mind what I want" Mrs Charles said.

After long perusal of the shelves, Joy Burgess bought herself an Independent. She felt happier with a brand name she knew. Asked why she'd come to Boots in particular, she mentioned the variety of goods on show and the importance of being able to change goods without any trouble. Her local pharmacy was also a Boots.

Mrs Dufton, a secretary in her lunch-hour, listed the same qualities. She had an independent chemist near her home, but had no idea whether he sold electricals.

She was after a hairdryer, and considered the choices available for a while before plumping for a Boots own-brand. She said she normally tries to shop around. "But I'm a bit wary of cut-price merchants".

Suzanne Keann, a shop assistant herself, works just outside the Stoneborough Centre. She'd come into Boots because "it's handy". She didn't go in for planning her purchases. "I'm not very practical like that."

Loretta Radford had been sent to buy a Carmen Bikini Line for a friend. She felt she took no notice of advertising on television or in magazines, "I wouldn't buy it if I didn't know I wanted it". She'd have to be positive of finding what she wanted cheaper elsewhere to travel across town before buying — the mere suspicion would not be enough.

Like Mrs Vine, she liked the idea of being able to ask for useful advice, but was sceptical about her chances of getting any. "I mean, it's no help if the people in the shop don't know what they're talking about, is it?"



## Facelift for Pifco ranges

Pifco's electrical ranges will be getting a facelift for the second half of this year.

The company's research shows customers go through five processes when considering the purchase of these products.

These are: scanning the shelves, selecting packs which stand out, rational sorting of features, forming a shortlist based on price, and final decision.

Pifco's new look for personal care will aim to exploit these findings by distinguishing the company's products from their on-shelf competition, and look to explain and illustrate the particular products benefits.

They will also divide the products into categories of use, flagging each one prominently for skin, hair, nails, body or feet. Colour coding has also been used to reinforce the message.

Packaging for the company's battery

Pifco plan to add an electronic digital thermometer (£9.95) to their personal care range in August. "Every household should have a thermometer, yet only a tiny proportion do" explains marketing manager Alan Bowers. "Most people don't know how to use a traditional thermometer; they're slow, difficult to read and fragile." Pifco's digital model gives an "almost instant" reading, and sounds a bleeper to indicate a stable temperature. The thermometer is suitable for oral, underarm

torches and lanterns is also being revamped, round the theme "high energy." *Pifco Ltd, Princess Street, Failsworth, Manchester M35 0HS.*

## Krups hot brush for holidays

Krups describe their new hot brush — the quick chic S — as "smart, handy and inexpensive."

Retailing at £6.15, it can cope with AC

or rectal use and is, say Pifco, accurate to  $\pm 0.2^\circ\text{F}$ . Packaging will aim to encourage impulse purchase, with the product appearing in a colour carton with hanging tab. *Pifco Ltd, Princess Street, Failsworth, Manchester M35 0HS*

mains supplies of between 100 and 240 volts, and measures 9in  $\times$  1in. Holiday travellers are one potential market, say the company.

It comes equipped with a red/black colour change indicator showing when the brush is hot.

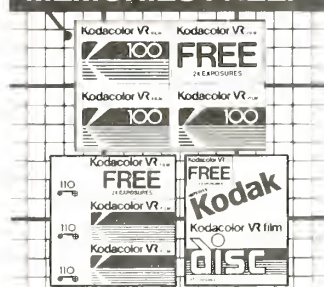
There is also a rotating coupler attaching the flex, which helps to prevent tangling, and flexible bristles which Krups say are kinder to the hair. The brush appears in white or grey livery. *Krups (UK) Ltd, Motherwell Way, West Thurrock, Grays, Essex RM1 1DX.*

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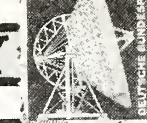
campaign to tell sufferers about this thoroughly modern and effective remedy which is available directly from Pharmacies.

In line with this development we have re-designed the Dulcolax packs and produced some stylish dispensers.

And we're offering you generous bonuses as well as improved profits. So be sure to stock and display Dulcolax and gain some more regular customers.







## Smear campaign leads to licensing head resigning

Amidst complaints of an unprecedented media smear campaign, the head of the Drug Licensing Authority (BGA) has had his resignation accepted by the Federal Minister responsible for health matters, and has returned to his professional position at Munich University.

At the centre of the recent controversy, which started with his appointment back in 1981, were doubts about his decision to combine his BGA post with his

involvement in two private research institutes which undertake contract clinical trial assessments. Indeed, he was said to spend only three days a week at the BGA, earning himself the nickname president TWT (Tuesday, Wednesday, Thursday)!

Although a Government inquiry into accusations of corruption, mismanagement and improper conduct has cleared the Professor, he has decided that the damage suffered to the reputation of the BGA can only be repaired by making way for a new man.



## Vitamin E under attack

Hardly a pharmacy in Germany has not profited to some extent from the current vitamin E boom — nationwide sales in 1985 are expected to reach £65 million.

There are now signs, however, that the scientific controversy surrounding the tocopherols is spilling over into the mass media. Once again, the news magazine *Der Spiegel* led the attack, by saying that only manufacturers and pharmacists were benefiting from this latest panacea. *Der Spiegel* says vitamin E is being almost as aggressively marketed as garlic, and in ever-increasing dosages, while the official daily requirement of the vitamin for a

healthy adult remains at 12mg.

Most experts at a recent conference agreed that vitamin E may be therapeutically useful in certain conditions, such as premature babies, infants and rare malabsorption syndromes, where deficiency may occur. However, there was almost universal condemnation of self-medication with high dosage prophylactic administration either to increase muscle power, promote fertility, avoid arteriosclerosis or slow the ageing process.

Nevertheless, several preparations carry a product licence. So with an almost limitless variety of oral dosage forms and dose regimens on the market, and with levels of up to 1000mg daily recommended by some manufacturers, the pharmacist is left with a bewildering stock problem and is in an ethical quandary.



## Glittering prizes

Three Americans working in the field of parasitic diseases, were this year's recipients of the prestigious Paul Ehrlich Prize.

Two of the prizewinners have been engaged in developing a vaccine against malaria. Since it has already proved effective in stimulating antibody formation in laboratory animals, there are great hopes that it will soon be available to combat the disease.

The other winner has studied another tropical disease, bilharziasis. He has found that a drug made by Rhone-Poulenc, Oltipraz, not only kills the trematode worms which cause the disease, but also protects mice from some forms of cancer.



Mr Drury a Newquay pharmacist, receives a Volkswagen Polo from Mr Leonard Osborn, UK sales director of Cow & Gate. (centre right). He won the prize in the "Match prize to town" competition. Mr Drury's wife Mary and Mr Harman, sales executive look on.



## Wine good for heart?

Wine apparently inhibits the formation of gallstones and protects against heart disease by counteracting arteriosclerosis, according to the report from an international symposium where the benefits of wine were listed.

The risk of developing a myocardial infarct is said to be one and a half times greater in a teetotaler than a wine-drinker, while those who prefer beer or spirits run double the risk of a heart attack compared with lovers of wine.

A glass of wine at supper is said to relax and promote deep sleep, making hypnotics and tranquillisers unnecessary. For example, these drugs are not used as much in traditional wine-drinking countries such as France and Italy.

In Germany itself, wine consumption in 1983 increased by 6 per cent over the previous year, possibly because the Government has not yet followed the EEC recommendation of a special wine tax.



## Pharmacy's diet test

Around 70 per cent of all diseases in West Germany are self-inflicted, and poor eating habits are the main factor, according to a speaker at a Press conference to launch a campaign to persuade the public to get dietary advice from pharmacists.

The company instigating the campaign, a pharmaceutical wholesaler and manufacturer of diet foods, has devised a computer program which offers a customer an analysis of his diet, based on a week's food diary.

The pharmacist, through whom all contact material is distributed, must first attend a week's seminar on dietetics, organised by the company and costing £130. He can then offer a customer an initial spot check on his diet and, if this indicates inadequacies, recommend the full computer analysis.

For £7, the customer receives an extensive report of the computer's findings, which the pharmacist translates into layman's terms as he hands it over to the customer. Finally, the pharmacist can invite the customer to a personal consultation for individual advice.



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1. Mendelsohn, D. and Mendelsohn, L., SA Med. J., 1975, 49, 1011. 2. Hoare, A.M. et al., Br. J. Surg., 1977, 64, 849. 3. Stead, J.A. et al., J. Pharm. Pharmacol., 1978, 30, 350.

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## PAC claims representation

Membership of our Pharmacists Against Contract is growing daily and we anticipate it will grow even faster following the media coverage we have already achieved (See p1271). I would point out that we, in three days have achieved more publicity for pharmacy than the public relations departments of the Pharmaceutical Society, NPA, PSNC, and all other critically constituted bodies have achieved in 30 years.

A letter has been sent to Mr David Sharpe requesting that we be represented at the LPC conference on June 23, at all future meetings of the PSNC and in any future negotiations with the DHSS as we are more truly representative of the rank-and-file pharmacist than any of the other official representative bodies.

At the meeting for contractors at the Hendon Hall Hotel (see p1272) addressed by Mr Sharpe I was gratified to hear that he would like to see a reduction in the number of pharmacies from 11,000 to 8,500 over the next two to three years. This confirms what our members have been aware of since the contract proposals were announced: that the claims that there will be no further "bottom-slicing" after the initial round are false.

Mr Sharpe's declaration, however, is in direct contradiction to that made by Mr R.G. Worby at our meeting on June 11 (last week p1223), where he said that the number of pharmacies forced to close will not amount to more than 200 to 300, or 500 at the most.

I should also like to draw pharmacists' attention to another feature of the new proposals which the PSNC has seen fit not to mention. The proposals state that higher cost pharmacies, ie those that dispense procedure for determining chemists' costs. The DHSS have stated that this action alone will produce *substantial* savings. This figure has not been included in the losses and gains examples that we have seen, as they are based on current costs. This means that even those pharmacies that have been forecast to receive a small increase in remuneration, will probably, instead, find that their payments have decreased.

The fact that emerges that PSNC has little interest in the more than 1,000 small contractors threatened by the proposals. We are committed to overturning the contract proposals as they stand, and to get an agreement that is fair to all, rather than making the poor and weak pay so that the rich and powerful continue to prosper.

Chemist & Druggist 22 June 1985

To this end we need even more pharmacists to join us and pay their contribution (£250 for contractors; £50 for employees and locums), so that we can achieve the justice that we believe is the first priority of a profession that likes to think itself a caring one.

**Alan Nathan**  
Chairman, PAC

## Contract — it's now or never

During my 1983 campaign about the ownership of pharmacies I received letters from the Prime Minister and the Minister for Consumer Affairs which stated: "We take the view that provided competition and consumer legislation is functioning properly, market forces should be allowed to operate. It is not a part of our function to seek to control the development of patterns of distribution in favour of one group rather than another!"

The Government has taken the monopoly away from opticians and from solicitors' conveyancing, yet we, as pharmacists, have been given a once-in-a-lifetime opportunity on the limitation of opening new pharmacies. The proposed contract may be a restraint upon trade, anti-competition, undemocratic and anti-multiples, but at the end of the day, it is a death blow for leapfroggers. Once the contract is accepted and implemented, the parasitic behaviour of the leapfrogger will be stopped immediately.

It could be reasoned that the ownership of the pharmacies may revert to pharmacists if the contract becomes less profitable for the major multiples than other aspects of retail trading.

I hope we accept the new contract even though we may have been blackmailed into doing so. Our next step should be towards the foundation of pharmaceutical ownership by pharmacists as in other European countries. There are, of course, those who contend that there is no need for any change in the present system of ownership, which has served us well for many years. However, any system which allows those who do not work for the medical care of the nation to reap the financial benefits from that work for the shareholders, must present one of the so-called "unacceptable faces of capitalism."

If we do not accept the contract, then the Minister could, under existing Acts, carry out some other means of cost-cutting exercise, as we have seen in the case of the limited list of drugs.

**Ashwin Tanna**  
London SE22

## Day for action

I am amazed to see claims in PSNC's "Action" of unanimous support for the proposed new contract when some of its members have put valid points against accepting it. Other pharmacists have also shown good reasons to refuse it.

Before the LPC delegates vote on June 23, I hope they read Dr Maddock's article in last week's *PJ*. He states most clearly the consequences of accepting the proposed contract.

The greatest fear of most contractors is leapfroggers — pharmacists are prepared to accept almost anything to limit the granting of new contracts. We have had an unsatisfactory contract for years, yet because of this fear we are willing to accept one which offers no other advantages to anyone except possibly some rural pharmacies. Even there, more benefit would be gained by limiting doctor dispensing, which in itself is far from being cost effective.

Instead of an increase in remuneration we shall be subject to a cut in real terms, while pharmacies dispensing low script numbers will be made to pay for the derisory compensation offered for giving up a contract.

Compare this with £27,000 per year until retirement age offered to Common Market representatives.

We are to lose BPA, which was a payment for a professional presence and also acted as a deterrent to non-essential pharmacies. We get no premises allowance, no incentive to make pharmacies the well-equipped places they should be, and no second pharmacist allowance — so the highest volume of dispensing will be done by technicians, and there will be no time for consumer advice and the extended health care role desired by pharmacists.

We should not fear that limitation of contract will not be offered again. This will appeal to any Government as it is money saving!

We must defer the granting of new contracts now until we have negotiated new terms which will enhance the standing of all pharmacists, with recompense for those willing to leave the NHS.

There can be no advantage to the profession, the Pharmaceutical Society, or the public, if the number of pharmacies is allowed to fall to around 8,500, as projected by David Sharpe, PSNC chairman, as a result of this proposed contract (see p1272).

**Renee Stroh**  
London NW11

More Letters on p1306



## That's the limit

Mr Brian Kerner of Underwoods has put forward his point of view (*C&D*, June 8, p1188). Obviously he doesn't want limitation of pharmacies because it could stop the expansion of his chain. He can still expand his chain but he'll have to buy a pharmacy instead of virtually putting it out of business.

If we vote for the limitation it will secure the future of all pharmacies, and stop once and for all the heartbreak of leapfrogging. Surely for a new owner it is better to pay slightly more for a pharmacy and know its future is secure, than to buy one and find that a few years later it has been put out of business by the leapfrogger?

This surely is the most important decision for pharmacy this century. Other things can be agreed with the Government later. Let us take this opportunity while we have the chance!

**Gordon Butler**  
Bradford

## The price is not right!

As an established community pharmacist I was pleased to learn that the proposed new contract is to restrict the issue of new NHS contracts. This should eventually lead to a rational distribution of pharmacies, and so give us some form of security without the worry of looking over our shoulders to see where the next leapfrogger is coming from. However, I am wondering if the price of this security is too high.

Some years ago money was taken from the larger NHS dispensing business and redistributed to the smaller businesses. The smaller businesses are now having money taken from them, so we all end up worse off and many smaller businesses will be forced to close.

We are giving up the BPA, which we fought long and hard for and had to finance ourselves, and the on-cost is to be reduced. True we have the benefits of our wholesaler discounts, but this we financed ourselves. We are discounted whether we take the wholesaler discounts or not. This has also forced us to restrict our suppliers to one or two and we are, therefore, unable to get or offer the service to which we have been accustomed.

We also now have the "benefits" of the limited list to contend with — reduced numbers of prescriptions and dead stock.

All this and a restriction on new NHS contracts. I can understand Mr Clarke

wanting the package accepted in total.

There are two points I would like to raise which need further elaboration.

1. Will the restriction on new contracts be guaranteed and permanent? Or will it later be shown to be a restrictive practice contrary to Government policy? Could it not be taken to the European Court of Justice and thrown out as an unjust restriction of the individual's right to trade.
2. When the "unessential" businesses close and take their compensation, will it be taxable or will it be treated as redundancy payments and be tax-free?

These points need clarification before the package is accepted or rejected.

**Jeffrey Glassman**  
Shoreditch, E2

## No index link

I am concerned at the replies that PSNC are making to the NE London LPC's reservations on the contract proposals.

As they stand the principles of "indexing script numbers to a 1984-85 base line" and "making available compensation to contractors that are forced out of business, in the future, due to governmental, or other factors, beyond their control" are much more than points of detail to be resolved in further, ongoing negotiations with the DHSS.

They are, in fact, vital points which, if unresolved, could spell ruin for many contractors. They must be "tied-off" now. It is no use waiting until after we have accepted the new contract, since the DHSS has a well known track-record of prevarication in all matters concerning settlements likely to cost money, or stop them from taking money from contractors. Make no mistake, left "untied" these flaws in the new contract will leave contractors at the Minister's mercy in the future.

**Allan D. Asher**  
London E18

## Hospital shock

I was shocked to learn from the *Chemist & Druggist*, June 8, p1211, that it is the intention of Unichem to commence supplying hospitals and clinics with pharmaceuticals and surgical products.

The alleged justification for this action is stated to be that Vestric are active in this area. I have been a Unichem member for many years and I certainly did not envisage that it was the aim of the company to put other wholesalers out of business, but was intended to strengthen the role of the independent pharmacist.

I should like to draw the attention of fellow Unichem members to the potential

danger inherent in such a move to all those pharmacies which are currently supplying local hospitals and clinics. Additionally, I would urge them to make strong representations to the Unichem Board to desist from this proposed course of action.

I should also like to take this opportunity to point out that products supplied to local clinics, particularly in a rural locality, will almost inevitably be made available to dispensing doctors.

**Peter I. Herman**  
London W1

☐ **Unichem reply:** We will be seeking to supply major hospitals with their non-contract requirements. At present all of these hospitals will be supplied by other pharmaceutical wholesalers and *not* community pharmacists.

The profit which Unichem will make from this exercise will find its way back into community pharmacy, in the form of profit share to our members, and not into the pockets of coal merchants or the non-pharmacist shareholders of ordinary wholesalers. Surely this is preferable to both Unichem's membership and to those hospital pharmacists that would like to take advantage of our excellent distribution and support services. We believe this step will strengthen Unichem and, the independent pharmacists we serve.

**Peter Dodd**  
Managing director, Unichem

## One for the road?

I have never read such a load of hypocritical twaddle as that written by Peter Glynn-Jones of Beecham (*C&D* last week p1258).

Tomorrow's pharmacy must be a successful retail business, but that would be more likely if firms like Beecham were not trying to push their patent medicines through outlets like my local garage, with a display unit with Beechams Powders and other assorted "medicines" next to the pyramid of gallons of oil.

As for the lost sales opportunities, I presume he means that we should welcome such products as Somnux with open arms, instead of refusing to stock it as I did. The difference between pharmacy and petrol station, Mr Glynn-Jones, is that pharmacies have people with a professional conscience in charge, and petrol stations do not. The sooner marketing managers like you realise that, the better pharmacy will be for it.

**Anne Peck**  
Long Eaton, Nottingham



# Beecham results fail to impress City

Beecham increased pre-tax profits by 14.3 per cent to £306.1m in the year to March 31, on sales up £345m at £2.29bn. The City seemed unimpressed, and the company's share price fell 28p on the day.

The pharmaceuticals division contributed sales of £685.5m, £132.5m more than the previous year, generating pre-tax profits of £146.9m (1983: £130.1m). Consumer products' turnover reached £1.63bn (£1.39bn), with profits of £174.6m (£140.8m).

Beecham's recent acquisitions, such as Copydex, contributed extra sales and profits of £134m and £4m after deduction of £15m in financing costs. Results from British-American Cosmetics, bought in January, will appear in the current year's results.

Sales for the UK were up £55.6m at

£731.2m. America, the group's largest market in sales terms, has caught up with the UK's profits figure of £102m. America's 1983-84 profits were £73.3m, while the UK's were £86.8m. The USA's turnover rose £218.9m to £825.4m.

Research and development spending was up from £70m to £78m, £61.1m of which went on pharmaceuticals work.

Japanese moves to cut drug prices, cost the group £10m, the directors say. Currency movements added £11m — a figure which would have more than been doubled had results come at the dollar's peak in January.

"Our primary objective is to achieve a year on year increase in profitability which is both steady and significantly above the rate of inflation", says chairman Ron Halstead. "That objective has once again been met."

who recently said his group had noticed that shoplifters were coming prepared to resist arrest, armed with weapons such as sticks, knives and bicycle inner-tubes filled with sand."

"There is no doubt that retail staff will have to learn to protect themselves and be trained to know what to do if violence breaks out. The increasing incidence of shoplifting will lead to more arrests being carried out in stores. Staff need to be trained in techniques of apprehension."

Questioned after the speech, Mr Pegg said the independent retailer had perhaps even more reason to be concerned than the multiples. "And, with a CD cabinet in store, the chemist is at the sharp end."

# Three into one for Macarthy's

Macarthy's are to combine their Romford, Southend and Dagenham depots under one roof at Harold Hill. The process will begin in the early Autumn.

The 55,000sq ft custom-built warehouse, which offers 50 per cent more space than is currently available at the three affected depots, is currently being built.

Managing director David Wright describes the move as "a 3 into 1 operation", saying Harold Hill will provide "a total, comprehensive service" to Macarthy's customers in Essex and East London.

Pharmacies in that area currently get prescription products from either Romford or Southend, and OTC goods from Dagenham.

Macarthy's Romford will move to the new site as soon as it is ready for occupation, with Dagenham following a few months later. Southampton will be closed and customers' orders transferred to Harold Hill early in the new year. Most of the three existing depots' staff will be kept on at the new site, it is hoped.

Westminster Laboratories recorded the best profit margin of the 100 top drug companies examined over the three years to April 1984 by ICC for their latest business ratios report. Westminster's average margin of 41.3 per cent puts them well ahead of 3M Healthcare, their nearest rival, with 29.3 per cent. Close behind is Stuart's 26.3 per cent, followed by Optrex and SKF both with around 21 per cent. Schering, Cynamid and ICC complete the top ten.

# Self-defence for your staff?

Retailers will have to include self-defence instruction in their staff training programmes if the current trend towards violent shoplifting continues, according to security consultant Frank Pegg.

"Store thieves are becoming bolder and more desperate, and this is leading to the use of violence against retail staff", he told a retailers' conference in Cambridge.

"This is borne out by British Home Stores' managing director Denis Cassidy,

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## Glue sniffing Bill soon law

The Government's solvent abuse Bill becomes law on August 13 — making it illegal for retailers to sell any substance to minors if they know, or have reason to suspect, it will be used for "glue sniffing."

The Intoxicating Substances (Supply) Act, which received Royal Assent last week, provides a maximum penalty of six months in prison or a fine of £2,000.

"I am very pleased this Act has reached the statute book" says Home Office Undersecretary David Mellor. "It closes a loophole through which unscrupulous people could, with impunity, supply youngsters with volatile substances for 'sniffing.'

"The Act by itself cannot stamp out solvent abuse. But it provides for the punishment of those who try to exploit the weakness of youngsters."

The Bill was introduced by Tory MP Neville Trotter following the conviction of two Glasgow shopkeepers for selling glue-sniffing "kits" to children. At that time, a prosecution under English Law would have been extremely difficult, if not impossible, says the Home Office.

## Park Systems move into Asia

Park Systems are attending the Singapore Pharmaceutical Society's seminar on computer labelling in pharmacy on July 28.

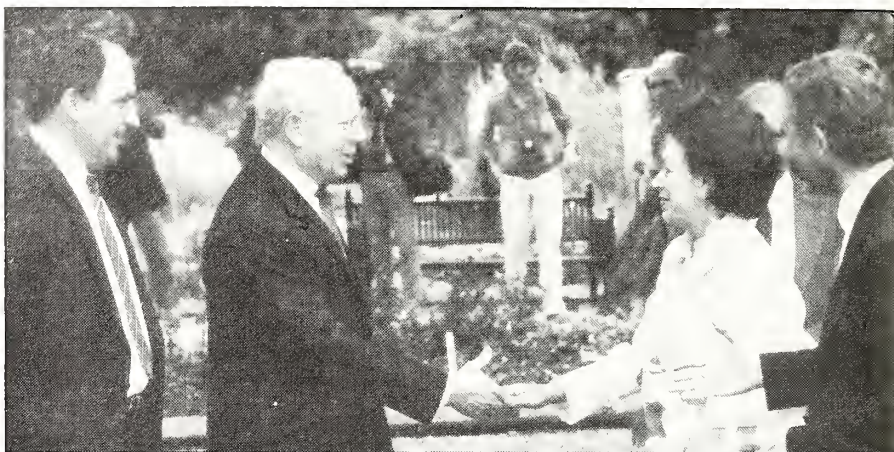
In preparation Michael Sprince, Park's managing director, will be visiting Singapore at the beginning of July to meet potential agents to handle the sale of Park's products in Singapore and neighbouring countries.

The company launched their new System 800 at Westchem on June 16.

It produces labels at the rate of up to 15 per minute. The specification includes user control of the drug file, dose codes, warning codes and product types.

The system is based on the Sharp MZ800 computer with "quick disc" (£1,195 ex VAT after NPA rebate). It is also available in cassette form at £975 and can be upgraded to disc for £250.

Farmitalia Carlo Erba Ltd have changed address to: Italia House, 23 Grosvenor Road, St Albans, Herts AL1 3AW (tel 0727 40041).



Princess Margaret has just welcomed Napp Laboratories as first donors to the newly-formed British Lung Foundation. Dr Malcolm Green, BLF's chairman, introduced the princess to Dr Mortimer Fackler (centre), co-founder of the company, and managing director Paul Manners. "The foundation meets a real need which has so far been neglected" says Mr Manners. "To plan effectively, it must have guaranteed funds during its early years, and it is that which we are helping to provide"

## 2.5pc limit on Wellcome stock

Wellcome, who plan to offer 20 per cent of their stock for sale early next year, say the maximum holding for any single outside shareholder will be limited to 2.5 per cent.

The Trust accepts it cannot control the accumulation of stock as it is bought and sold following the issue, but wants to restrict at least the original offer. Any

subsequent issues of share will aim to limit individual holdings to 10 per cent, they say.

Wellcome Trust has already undertaken to permanently retain at least 50 per cent of the foundation's shares. The Trust had asked the Stock Exchange for permission to build a 10 per cent limit on outside holdings into the new, public, Wellcome's articles of association. But they were told this could only be done where matters of national interest were involved, usually with the backing of Government.

## Private health better for industry?

The European pharmaceutical industry is a whipping boy for governments and consumer organisations alike, according to Ian Senior of the Economists Advisory Group.

"Consumers of drugs, who have become used to accepting 'free' or low cost goods, attach no importance to the welfare of the manufacturing industry" he told a London conference last week. "Politicians seek to screw down the lid on prices and profits, reinforced by the belief that low-cost drugs are good for votes.

"The industry cannot expect any reduction in pressure of this sort. Indeed, the combined demands of an ageing population, high unemployment and a growing resentment at personal taxation will make governments all the more ready to squeeze the industry."

The answer is for industry to make a concerted effort to win over policy makers, health care organisations and consumer groups, Mr Senior went on. Each group required a different approach.

"The long-term health of the pharmaceutical industry must look towards more freedom for market forces."

## COMING EVENTS

### Advance information

South Western Regional Health Authority, Lynford House, Taunton, July 1-2. Course for pharmacists on "Aspects of geriatric care." Details and applications from district pharmaceutical officer.

Alternative Medicine Exhibition. Kensington Exhibition Centre, Derry Street, London W8, July 11-14, 11am-7pm daily. Information and tickets from organiser Paul Webster, Swan House Special Events Ltd, Thames Meadow, Walton Bridge, Shepperton, Middlesex TW17 8LT (tel 0932 243866).

Hospital Pharmacy Workshops, seminar room 6V008, Northwick Park Hospital & Clinical Research Centre, Watford Road, Harrow, July 17, at 9.15. Workshop A, part III "Aspects of therapeutics: metabolism." Applications and £15 by July 1 to Mr J. A. Cromarthy at Northwick Park Hospital (tel 01-864 5311).

Hospital Pharmacy Workshops, Frenchay Postgraduate

medical centre, Bristol, October 24, at 9.15am. Workshop C "Drug information." Applications and £15 by August 1 to Mr D. R. Forbes, district pharmaceutical officer, Bristol Royal Infirmary, Bristol BS2 8HW.

Institute of Pharmacy Management International. management development programme, East Sussex Educational Centre, Corsica Hall, Seaford East Sussex, September 15-20. Five day residential course on "Security and stock control." £235 per member by July 17 to Peter Mumford, department of service sector management, Brighton Polytechnic, Trevis Towers, Gaudick Road, Eastbourne BN20.

Interphex Europe '85 has been postponed. It was to have been held in Zurich November 26-29. Interphex will run again at the Metropole Exhibition Centre, Brighton Centre, Brighton, November 25-28, 1986. Details Cahners Exhibitions Ltd, Chatsworth House, 59 London Road, Twickenham TW1 3SZ.



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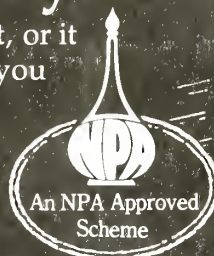


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## Industry scores in honours list

Ron Wing, FPS, chairman of Sanofi and president of the Association of the British Pharmaceutical Industry from 1983-85, is made a CBE in the Queen's Birthday Honours awards.



Knighthoods go to Peter Main, past chairman of The Boots Co, and Ron Halstead, chairman and chief executive of the Beecham Group. ICI chairman John Harvey-Jones also gets a knighthood.

John Fowler, FPS, editor of the *Journal of Pharmacy and Pharmacology* is made an MBE, along with W.G. Whittington, FPS, general manager of Miles Laboratories (Bridgend).



Boots managing director Keith Ackroyd, also chairman of the Company Chemists' Association, is seen here accepting a donation for charity from Jonathan Baldwin, marketing manager at Jiffy Packaging. The occasion was the 21st birthday of Jiffy's famous padded postal bags. Why Boots? They were the company's very first customer!

## Meacher to go?

Mr Michael Meacher, Labour's health spokesman, could be under threat of removal from the shadow cabinet in the Autumn elections.

According to *The Times*, Labour MPs have been disappointed by his performance as Mr Normal Fowler's opposite number. And Mr Neil Kinnock deliberately led the attack on Mr Fowler's social security Green Paper.



Unichem's new chairman, David Mair (right), presents outgoing chairman, Norman Sampson, with a silver coffee pot from the Unichem directors, in recognition of his 5 years of sterling service. On the left of the picture is Michael Frith, himself chairman 1975-80.

## SCS top man

Mr J.D. Middleton has been elected president of the Society of Cosmetic Scientists.

He was elected at the Society's annual meeting last month and takes over from Mr D.M. Bryce.

Mr P.J. Cooney was elected vice-president, Mrs A. Janousek secretary, and Mr G.E. Taylor treasurer.



Her Majesty's Lord Lieutenant of Greater London, The Right Honourable The Baroness Phillips last week presented the Queen's Award for Technological Achievement 1985 to Wellcome Research Laboratories, Beckenham, Kent, for work on Zovirax. Dr Peter Phillips of the Zovirax project group is pictured receiving the award on behalf of the company

## APPOINTMENTS

**Association of the British Pharmaceutical Industries:** Dr J.C. Peter Weber has been appointed part-time medical consultant. He will have particular responsibility for examining the medical aspects of promotional literature. Dr Weber has recently retired from the DHSS Medicines Division.

**A.H. Robins Co Ltd:** Amanda Jenkins has been appointed new products development manager. She was previously a brand manager at Optrex and Carter Wallace.

**Winecraft Ltd:** Clive Yates joins the company as purchasing manager. Beti Richards becomes sales administrator.

**Regent Laboratories Ltd:** Mr R.M. Patel succeeds Mr R.W. Richards as chief executive. Mr Richards has retired, but will continue with the company as a part-time consultant.

**Chubb Security Installations Ltd:** David Clark, Peter Lucas and Derek Allison have joined the newly-formed central sales team. Mr Clark will be sales manager.

**Boehringer Ingelheim Ltd:** Dr Patrick Knowlson is appointed deputy managing director. He joined the company as medical advisor in 1967, and became a director in 1972.



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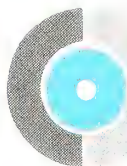
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